

# Marketing Brief 2016

Your initial consultation with Cambridge Marketing Consultancy will help us to get to know more about you and your Company. We use this first meeting to discuss your marketing requirements, ideas and main objectives.

Once we have a better idea of your marketing needs, we will be in a better position to provide you with a quote for the marketing services required.

Your Name	
Company Name	
Location	
Email address	
Phone number	
Website	
Nature of business	
Size of business	

## Pre-meeting questions:

Questions	Response
What are your key business objectives?	
Can you identify the Company's strengths and weaknesses?	
Who is responsible for marketing in your company?	
Do you have an existing marketing plan or strategy? Please provide a brief outline...	
What marketing activities are you currently doing?	

Contact us  
 07834 896 285  
 01223 863729

[nicolle@cambridgemarketingconsultancy.co.uk](mailto:nicolle@cambridgemarketingconsultancy.co.uk)

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<b>How effective are your marketing activities?</b>	
<b>What was your marketing expenditure for the previous year?</b> Roughly how was this spent?	
<b>What is your marketing budget?</b>	
<b>What marketing services do you require?</b>	
<b>Do you need a new website?</b>	
<b>Do you have a social media strategy?</b> Who manages this for you?	
<b>Further information that may be useful</b>	