

Seller's Guide

Pitch-ready solutions for top advertisers

Sample sales sheets, category-specific promotion examples, and more.



Your advertisers are demanding actionable, measurable results from their marketing dollars – now more than ever.

They're looking to generate qualified leads, build their database, and know more about their potential customers.

Promotions can be your solution to deliver these results.

Historically, media companies planned out a campaign and then sought out an appropriate advertiser. But today, you can reverse the process and drive more revenue. Now, you can pinpoint the advertising dollars in your market, prepare a unique campaign to achieve the specific goals of any business, and make that sale.

So what are you waiting for?

It's time to make every business in your market within your reach.



— **Julie Foley**

Senior Customer Success Manager
jfoley@uplandsoftware.com



What's in this guide?

Sample Sales Sheets

- 4 Recurring Revenue | 12-MONTH CAMPAIGN
- 5 Custom Lead-Generation Campaign | 3-MONTH CAMPAIGN
- 6 Sponsored Contest | 3-MONTH CAMPAIGN
- 7 National sweepstakes | 4-WEEK CAMPAIGN

Strategies by Advertiser Category

9	Automotive	36	Home
13	Bridal	48	Legal
18	Education	51	Pets
22	Entertainment	56	Real Estate
25	Financial	61	Recreation
28	Food & Drink	66	Retail
32	Healthcare	72	Travel

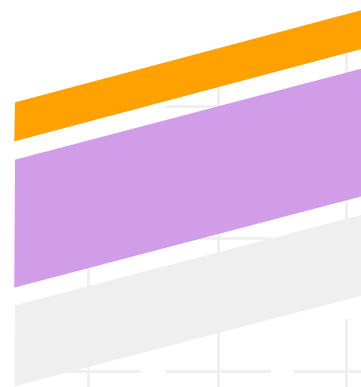
For each category, you'll find:

- Customer needs analysis (CNA) questions to help you understand your customer
- Promotion ideas to maximize engagement
- Prizes to motivate participation
- Lead-generation questions to uncover valuable insights



Sample Sales Sheets

Generate leads and grow your database with multimedia campaigns and sample sales sheets designed to drive real results.



12-MONTH CAMPAIGN

Recurring Revenue

Be the exclusive sponsor of this 12-month multimedia campaign. Each month features a different product and lead-generation question.

SPONSORSHIP BENEFITS:

- Multimedia campaign to build brand awareness and increase engagement with your target audience
- Generate qualified leads
- Grow your email database
- Gather meaningful data on your potential customers
- Drive web traffic

PRIZE: Monthly gift card valued at **\$XXX** per month for 12 months

RUN DATES: 12 months

EXCLUSIVE SPONSOR VALUE:

\$X,XXX/month (12-month sponsorship package)

INVESTMENT: Small market: **\$1,500/month**, Mid-size market: **\$3,000/month**, Large market: **\$7,500/month**

SPONSORSHIP PACKAGE:

Exclusive sponsorship and sponsor logo on promotional elements:

Digital

- 25K** run-of-site impressions each month to promote contest on **[website URL]**
- Exclusive 728x90 digital ad unit on contest page
- One** unique lead-generation question(s) on contest registration form each month
- Digital offer/coupon on contest thank-you page
- Opt-ins for leads and email database on registration form
- Social follow field(s) on registration form

Print

- Full-page print ad to run every other week for 12 months (**26 total ads**)
- Half-page print contest promotional ad to run every other week for 12 months (**26 total ads**)

On-air

- Minimum of **80x :30** promotional spots weekly **[M-F 6a-7p, Sa-Su 8a-4p]**
- Minimum of **120x :30** streaming promo spots weekly **[M-F 6a-7p, Sa-Su 8a-4p]**
- 60x :30** total on-air commercials weekly **[M-F 6a-7p]**

Email

- Recognition in **12** promotional emails to our opt-in database of **XX,XXX** subscribers
- One** invite email sent at the beginning of each month of the campaign
- Thank you email sent to everyone who enters with coupon or offer from your business

Social

- At least one post on all social media per month with sponsor logo and tag on promotional ad for contest



3-MONTH CAMPAIGN

Custom Lead-Gen Campaign

Generate leads with this 12-week multimedia campaign including print, on-air, and digital ads, lead-generating sweepstakes, and email campaign designed to drive results.

SPONSORSHIP BENEFITS:

- Build brand awareness and increase engagement with your target audience
- Generate qualified leads
- Grow your email database
- Gather meaningful data on your potential customers
- Drive web traffic

PRIZE: \$XXX [prize]

RUN DATES: Three months

EXCLUSIVE SPONSOR VALUE: \$X,XXX

INVESTMENT: Small market: \$10,000/month, Mid-size market: \$25,000/month, Large market: \$50,000/month

SPONSORSHIP PACKAGE:

- Exclusive sponsorship
- Sponsor logo on promotional elements (print, digital, social, and email)

Digital

- 50K** run-of-site impressions during 12-week campaign to promote contest on **[website URL]**
- Exclusive **728x90** digital ad unit on contest page
- Three** unique lead-generation questions on contest registration form each month
- Digital offer/coupon on contest thank-you page
- Opt-ins for leads and email database on registration form
- Social follow field(s) on registration form

Print

- Quarter-page print ad to run **two** times/month (24 total)
- Quarter-page print contest ad to run **two** times/month (12 total)

On-air

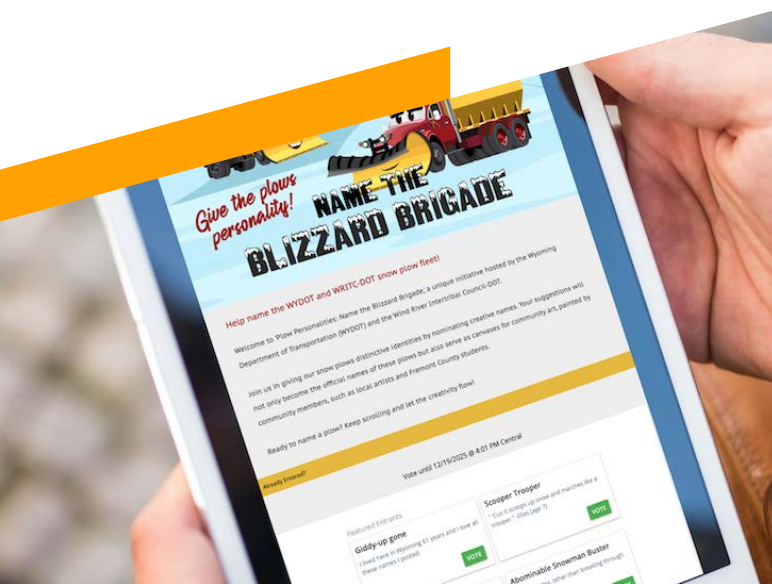
- Minimum of **80x :30** promotional spots/week **[M-F 6a-7p, Sa-Su 8a-4p]**
- Minimum of **120 :30** streaming promo spots/week **[M-F 6a-7p, Sa-Su 8a-4p]**
- 60x :30** on-air commercials/week **[M-F 6a-7p]**

Email

- Recognition in **two** promotional emails to our opt-in database of **30,000** subscribers
- One** invite email(s) sent at start of campaign
- One** last-chance email(s) sent two days before campaign end
- Thank you email sent to every entrant with coupon or offer from your business

Social

- At least one post on all social media per month with sponsor logo and tag on promotional ad for contest



3-MONTH CAMPAIGN

Sponsored Contest

Grow your database with this multimedia campaign including print, on-air, and digital ads, lead-generating sweepstakes, and an email campaign designed to drive real results.

SPONSORSHIP BENEFITS:

- Build brand awareness and increase engagement with your target audience
- Generate qualified leads
- Grow your email database
- Gather meaningful data on your potential customers
- Drive web traffic

PRIZE: \$XXX [prize]

RUN DATES: Three months

EXCLUSIVE SPONSOR VALUE: \$X,XXX

INVESTMENT: Small market: \$2,500/month, Mid-size market: \$5,000/month, Large market: \$10,000/month

SPONSORSHIP PACKAGE:

- Exclusive sponsorship
- Sponsor logo on promotional elements (print, digital, social, and email)

Digital

- 10K** run-of-site impressions during 12-week campaign to promote contest on **[website URL]**
- Exclusive **728x90** digital ad unit on contest page
- Lead-generation questions on contest registration form each month
- Digital offer/coupon on contest thank-you page
- Opt-ins for leads and email database on registration form
- Social follow field(s) on registration form

Print

- Quarter-page print ad to run every other week for 12 weeks (**6** total)

On-air

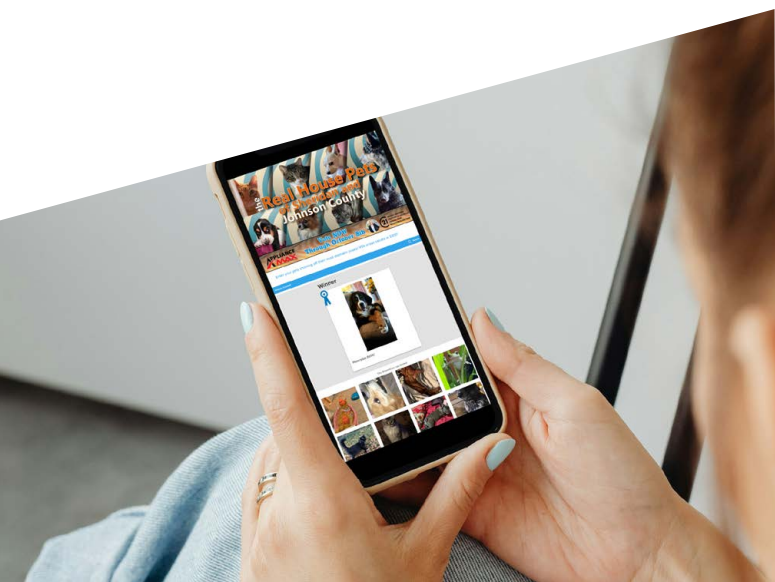
- 25x :30** promotional spots/week **[M-F 6a-7p, Sa-Su 8a-4p]**

Email

- Recognition in **two** promotional emails to our opt-in database of **30,000** subscribers
- One** invite email(s) sent at start of campaign
- One** last-chance email(s) sent two days before campaign end
- Thank you email sent to every entrant with coupon or offer from your business

Social

- At least one post on all social media per month with sponsor logo and tag on promotional ad for contest



4-WEEK CAMPAIGN

National Sweepstakes

Generate leads with this four-week multimedia campaign, including print, on-air, and digital ads, lead-generating sweepstakes, and an email campaign.

SPONSORSHIP BENEFITS:

- Build brand awareness and increase engagement with your target audience
- Generate qualified leads
- Grow your email database
- Gather meaningful data on your potential customers
- Drive web traffic

PRIZE: \$XXX [prize]

RUN DATES: Four weeks

EXCLUSIVE SPONSOR VALUE: \$X,XXX

INVESTMENT: Small market: \$5,00/month, Mid-size market: \$10,000/month, Large market: \$20,000/month

SPONSORSHIP PACKAGE:

- Exclusive sponsorship [Nat'l Sweepstakes Name]
- Sponsor logo on promotional elements (print, digital, social, and email)

Digital

- 50K** run-of-site impressions during 4-week campaign [website URL]
- 25K** run-of-site impressions during 4-week campaign [website URL]
- Exclusive **728x90** digital ad unit on sweepstakes page
- Three** Lead-generation questions on sweepstakes registration form each month
- Digital offer/coupon on thank-you page
- Opt-ins for leads and email database on registration form
- Social follow field(s) on registration form

Print

- Quarter-page print ad to run two times per week for 4 weeks (**8** total)
- Quarter-page print ad to run one time per week for 4 weeks (**4** total)

On-air

- 80x :30** promotional spots/week [M-F 6a-7p, Sa-Su 8a-4p]
- 120x :30** on-air commercials/week [M-F 6a-7p]
- 60x :30** on-air commercials/week [M-F 6a-7p]

Email

- Recognition in **two** promotional emails to our opt-in database of **30,000** subscribers
- One** invite email(s) sent at start of campaign
- One** last-chance email(s) sent two days before campaign end
- Thank you email sent to every entrant with coupon or offer from your business

Social

- At least one post on all social media per month with sponsor logo and tag on promotional ad for contest



Strategies by Advertiser Category

Recommended CNA questions, promotion ideas, suggested lead-gen questions, and more.



Automotive

- | Aftermarket
- | Car Wash
- | Car Sales



Automotive Aftermarket

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- Which of your products or services is your highest priority and which is your most profitable?
- What is the value of a new customer to your business?

Customer

- Who is your ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does the average customer spend per visit?
- What is your ratio of leads to conversions? (I.e., How many leads do you need to make one sale?)
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer seminars on understanding the basics of car and car maintenance?

- Yes No

Buying-Intent

When do you plan to purchase your next set of tires?

- This month Next 6 months Next 3 months
 Next 12 months No plans

How much do you typically spend on a new set of tires?

- Less than \$300 \$500-\$700
 \$300-\$500 More than \$700

How soon are you looking to have your car painted or customized?

- 1-2 months 9-12 months 3-6 months
 12+ months No plans

What is your budget for your car customization project?

- Less than \$1,000 \$2,000-\$3,000 \$1,000-\$2,000
 More than \$3,000 Don't know

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a new set of tires

Sponsored Contests

Quiz bundle:

- Are you a car buff?
- Car maintenance trivia
- Safe driving quiz

Photo contests:

- Save my ride photo contest
- Coolest car photo contest

National Contests

National sweepstakes:

- Win car payments for a year

PRIZES

- \$1,000 gift card to business
- Car accessories prize pack
- Family road trip
- Gas gift card



Category-Specific

How many cars do you have in your household?

- None 1 1-2 3-4 More than 4

How old is your car?

- Less than 1 year old 5-10 years old
 2-5 years old 10+ years old

Has your car been in a wreck recently?

- Yes No

What type of car do you have?

- Sports car Van Other SUV Sedan

Qualifying

Have you ever been a customer of [Automotive Company]?

- Yes No

Click for more ideas



Automotive Car Wash

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- Which of your products or services is your highest priority and which is your most profitable?
- What is the value of a new customer to your business?

Customer

- Who is your ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does the average customer spend per visit?
- What is your ratio of leads to conversions? (I.e., How many leads do you need to make one sale?)
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer seminars on understanding the basics of car and car maintenance?

Yes No

Buying-Intent

When do you plan to purchase your next set of tires?

This month Next 6 months Next 3 months
 Next 12 months No plans

How much do you typically spend on a new set of tires?

Less than \$300 \$500-\$700
 \$300-\$500 More than \$700

How soon are you looking to have your car painted or customized?

1-2 months 9-12 months 3-6 months
 12+ months No plans

What is your budget for your car customization project?

Less than \$1,000 \$2,000-\$3,000 \$1,000-\$2,000
 More than \$3,000 Don't know

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a new set of tires

Sponsored Contests

Quiz bundle:

- What type of car should you drive?
- Do you know the rules of the road?
- Car maintenance trivia

Photo contests:

- Dirtiest car makeover photo contest

National Contests

National sweepstakes:

- Win car payments for a year

Recurring Revenue

- Birthday club sponsor

PRIZES

- Car washes for a year
- Total car makeover
- Gas gift card
- \$500 gift card to business

Category-Specific

How many cars do you have in your household?

None 1 1-2 3-4 More than 4

How old is your car?

Less than 1 year old 5-10 years old
 2-5 years old 10+ years old

Has your car been in a wreck recently?

Yes No

What type of car do you have?

Sports car Van Other SUV Sedan

Qualifying

Have you ever been a customer of [Automotive Company]?

Yes No

Click for more ideas



Automotive Car Sales

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- Which of your cars/brands is your highest priority and which is your most profitable?
- What is the value of a new customer to your business?

Customer

- Describe your ideal prospective car buyer.
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does the average customer spend?
- What is your ratio of leads to conversions? (I.e., How many leads do you need to make one sale?)
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we have a \$1,000 cash back offer for the month of [insert month here]?

- Yes No

Buying-Intent

When do you plan to purchase your next vehicle?

- Within 3 months Within 6 months
 Within 12 months Not sure

Do you plan to purchase or lease?

- Purchase Lease

What is your budget for your next vehicle?

- Less than \$30K \$30K - \$45K \$45 - \$60K \$60K+

What is your budget for your car customization project?

- Less than \$1,000 \$2,000-\$3,000 \$1,000-\$2,000
 More than \$3,000 Don't know

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a new set of tires

Sponsored Contests

Quiz bundle:

- Are you a car buff?
- Car maintenance trivia
- Safe driving quiz

Photo contests:

- Save my ride photo contest
- Coolest car photo contest

National Contests

National sweepstakes:

- Win car payments for a year

PRIZES

- Test drive
- Service for a year: detailing, oil changes, alignment, tire rotation, etc.
- Car or lease
- Tickets or VIP experience at auto show
- Gas gift card

Category-Specific

What type of car are you planning to purchase?

- Sports car SUV Van Sedan Other

Where do you typically take your car for service?

- Dealership National chain Person I know
 Local shop Do it myself

Qualifying

What brand is your current car?

- Toyota Honda Ford Chevy Other

May we contact you to set up a test drive?

- Yes No

Have you ever purchased a vehicle at [Dealership Company]?

- Yes No

Click for more ideas



Bridal

- | Florist
- | Photography
- | Wedding Apparel
- | Venues



Bridal Florist

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What makes your floral service stand out from others?
- What is your most popular wedding package?
- What is the value of booking a wedding to your business?

Customer

- How do you define a qualified lead or ideal customer?
- What are 3-5 things you'd like to know about a bride or couple?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer?
- How many leads does it take for you to convert to one booking?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer special wedding packages?

- Yes No

Buying-Intent

Are you planning to purchase flowers in the next 6 months for any of these events?

- Wedding Birthday Anniversary
 Holiday No plan to purchase

What is your budget for flowers?

- \$500 - \$1,000 \$1,000 - \$2,500
 \$2,500 - \$5,000 \$5,000 - \$10,000

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win your wedding flowers

Sponsored Contests

Quiz bundle:

- What kind of bride are you?
- Where should you have your wedding?
- Name that flower

Ballots:

- Best of weddings
(Enhanced Listings, Category Sponsors, Group Sponsors)

Photo contests:

- Engagement photo contest

National Contests

National sweepstakes:

- \$5,000 - Win flowers for your wedding

PRIZES

- Free flowers
- Free bridal bouquets
- Free centerpieces
- Boutonnieres & corsages for your wedding party

Category-Specific

What type of flowers are you looking for?

- Roses Tulips Hydrangeas Lilies Other

How many people are in your wedding party?

- Just us 1-3 3-5
 5-10 10+

Qualifying

Have you ever bought flowers from us before?

- Yes No

Are you actively looking for a wedding florist?

- Yes No

Can we contact you for a free estimate?

- Yes No

Click for more ideas



Bridal Photography

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What makes your photography service stand out from others?
- What is your most popular wedding package?
- What is the value of booking a wedding to your business?

Customer

- How do you define a qualified lead or ideal customer?
- What are 3-5 things you'd like to know about a bride or couple?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- How many leads does a typical marketing campaign bring you and how many weddings can you typically book?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer?
- How many leads does it take for you to convert to one booking?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we also offer family portraits and family photo shoots?

- Yes No

Buying-Intent

What is your budget for a wedding photographer?

- Less than \$1,000 \$1,000 - \$2,000 \$2,000 - \$4,000
 \$4,000+ N/A

When will you need wedding photography services?

- Next 3 months Next 6 months Next 12 months
 Next year N/A

Category-Specific

What format do you want your wedding photos?

- Digital only Printed photos In a book
 Digital & prints I don't know

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a complete wedding photo package

Sponsored Contests

Quiz bundle:

- What kind of bride are you?
- Where should you have your wedding?

Ballots:

- Best of weddings
(Enhanced Listings, Category Sponsors, Group Sponsors)

Photo contests:

- Cutest couple photo contest
- Engagement photo contest

National Contests

National sweepstakes:

- \$5,000 national sweepstakes
- Win a wedding photography package

PRIZES

- Free wedding photography session
- Free engagement photography session
- Professionally printed photo book of your wedding
- Gallery wall of prints from your wedding

What style of wedding photography are you most interested in

- Classic Artistic Dramatic
 Lifestyle None of these

Qualifying

How did you hear about our services?

- This promotion Media 1 Media 2
 From a friend Other

Are you looking for a wedding photographer?

- Yes No

Can we contact you for a free estimate?

- Yes No

Click for more ideas



Bridal Wedding Apparel

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What makes your tux or dress service stand out from others?
- Do you have a wedding package for tuxes? If so, what is your most popular package?

Customer

- How do you define a qualified lead or ideal customer?
- What are 3-5 things you'd like to know about a bride, groom, or couple?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- How many leads does a typical marketing campaign bring you?

Metrics

- What is the average amount spent per customer?
- How many leads does it take for you to convert to a sale?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we also sell bridesmaids and flower girl dresses?

- Yes No

Buying-Intent

What is your budget for a wedding dress?

- \$Less than \$1,000 \$1,000 - \$2,500 \$2,500 - \$5,000
 \$5,000 - \$10,000 \$10,000+

When will you need a wedding dress/tuxedos for your wedding?

- Next 3 months Next 6 months Next 12 months
 Next year N/A

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win your wedding party attire

Sponsored Contests

Quiz bundle:

- Which style dress is perfect for you?
- What's the right color for your wedding?
- What's your wedding shopping IQ?

Ballots:

- Best of weddings
(Enhanced Listings, Category Sponsors, Group Sponsors)

Photo contests:

- Cutest couple photo contest
- Engagement photo contest

PRIZES

- Free flowers
- Free bridal bouquets
- Free centerpieces
- Boutonnieres & corsages for your wedding party

Category-Specific

What style wedding dress are you looking for?

- A-Line Empire Mermaid Ballgown
 Other I don't know

Qualifying

How did you hear about our services?

- This promotion Media 1 Media 2
 From a friend Other

Are you looking for a wedding dress/tuxedos for your wedding?

- Yes No

Can we contact you for a free estimate?

- Yes No

Click for more ideas



Bridal Venues

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What makes your venue stand out from others?
- What is your most popular wedding package?
- What is the value of booking a wedding to your business?

Customer

- How do you define a qualified lead or ideal customer?
- What are 3-5 things you'd like to know about a bride, groom, or couple?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- How many leads does a typical marketing campaign bring you and how many weddings can you typically book?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer?
- How many leads does it take for you to convert to one booking?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know our resort offered full wedding services including photography & DJs?

Yes No

Did you know that we offer several wedding packages for any budget?

Yes No

Buying-Intent

What is your wedding venue budget?

Under \$5,000 \$5,000 - \$10,000 \$10,000 \$20,000
 \$20,000 \$30,000 \$30,000+

Category-Specific

How many guests are you planning to have?

Under 50 50-100 100-200 200-300 300+

Where will your wedding be held?

Locally Out of town

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Dream wedding giveaway

Sponsored Contests

Quiz bundle:

- What kind of bride are you?
- Where should you get married?
- Which destination wedding suits you best?

Ballots:

- Best of weddings
(Enhanced Listings, Category Sponsors, Group Sponsors)

Photo contests:

- Cutest couple photo contest
- Engagement photo contest

PRIZES

- Dream wedding
- Booking with the venue
- Free weekend at the venue on your wedding weekend
- Couple's romantic getaway

Qualifying

Are you actively planning a wedding?

Yes No

Have you booked your wedding venue yet?

Yes No N/A

When is your wedding?

Next 6 months Next 6-12 months Next 12-18 months
 18+ months away N/A

Can we contact you for a free tour of our facility?

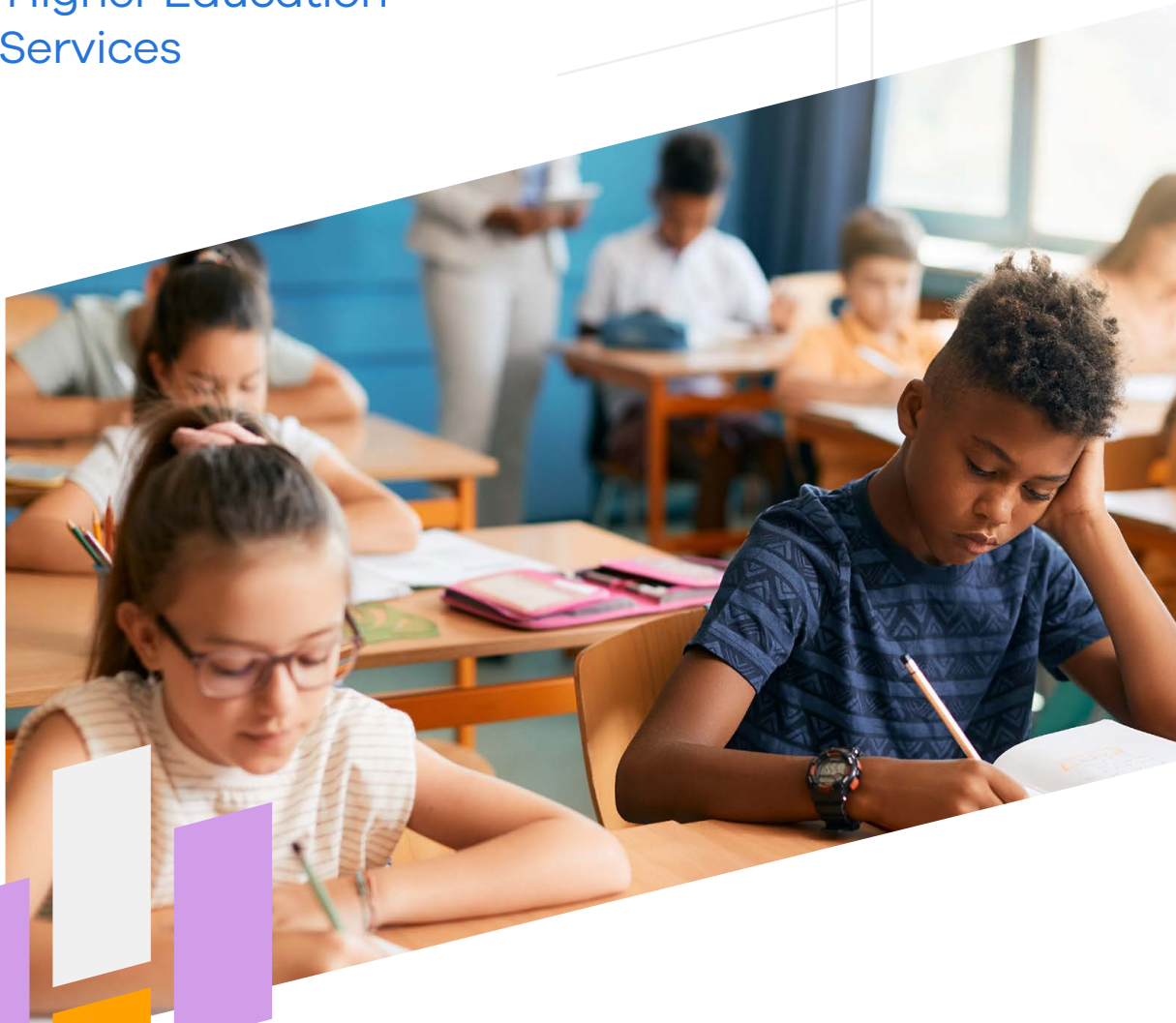
Yes No

Click for more ideas



Education

- | Daycare / Early Childhood
- | College / Higher Education
- | Tutoring Services



Education Daycare/Early Childhood

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your center from others in the market?
- When do you start to market your enrollment periods?
- What other big initiatives are coming up in the 6 to 12 months that you might want to promote?

Customer

- Describe the ideal prospective child. Who is your target audience?
- What are 3-5 things you'd like to know about a prospective child?

Marketing

- How are you marketing to parents?
- What past marketing campaigns have worked for you and why? And which haven't?
- What marketing campaigns are you planning?
- How are you using email to communicate with prospective students?

Metrics

- What is the average amount spent per family on tuition?
- How many leads do you need to convert one to a new enrollment?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer an award-winning summer learning program?

- Yes No

Did you know that we offer morning childcare, afternoon childcare, and full-day childcare?

- Yes No

Did you know that we have several online learning resources?

- Yes No

Buying-Intent

When are you looking to enroll your child?

- As soon as possible The next open enrollment Next year

Do you plan to apply for financial aid?

- Yes No

Which of these would you choose for your child?

- Morning class Afternoon class Full-Day class

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win 6 months of tuition

Sponsored Contests

Quiz bundle:

- Child milestone quiz
- How should you entertain your kids?
- How well can you spell?!

Photo contests:

- Cutest kid photo contest
- First day of school photo contest

Ballots:

- Family favorites ballot title sponsor

Recurring Revenue

- Teacher of the month ballot

National Contests

National sweepstakes:

- \$5,000 - Win flowers for your wedding

PRIZES

- 6 months of tuition
- Back-to-School shopping spree - backpack, school supplies, clothing, etc.
- \$1,000 college savings for your child

Category-Specific

How many children do you have in your household?

- 1 2-3 More than 3 None

Have you or anyone in your family attended ABC School?

- Yes No

Qualifying

Are you actively seeking enrollment for your child?

- Yes No

Would you be interested in attending an open house to learn more about our approach to childcare and education?

- Yes No

Click for more ideas



Education College/Higher Education

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your school from others in the market?
- When do you start to market your enrollment periods?
- What other big initiatives are coming up in the next school year that you might want to promote?
- What is the lifetime value of a new student to your school?

Customer

- Describe the ideal prospective student. Who is your target audience?
- What are 3-5 things you'd like to know about a prospective student?

Marketing

- How are you marketing to alumni?
- What past marketing campaigns have worked for you and why? And which haven't?
- What marketing campaigns are you planning?
- How are you using email to communicate to customers and prospects?

Metrics

- What is the average amount spent per student on tuition?
- How many leads do you need to convert one to a new enrollment?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer an award-winning summer learning program?

- Yes No

Did you know that we have a brand new library/technology center/student union?

- Yes No

Buying-Intent

When are you looking to enroll yourself/your student?

- Fall semester Spring semester

Do you plan to apply for financial aid?

- Yes No

Category-Specific

What type of school does your child currently attend?

- Public Private Home-schooled Don't have children

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win textbooks for one semester

Sponsored Contests

Quiz bundle:

- What kind of student are you?
- What should your major be?
- Can we guess your back to school style?

Photo contests:

- School spirit photo contest
- Graduation photo gallery

Recurring Revenue

- Teacher of the month ballot

National Contests

National sweepstakes:

- \$5,000 - Back-to-school shopping spree
- \$5,000 - Win Free a free semester

PRIZES

- \$1,000 toward your college tuition
- Textbooks for one semester
- \$500 gift card to school store
- Graduation party

How many kids do you have in your household?

- 1 2 3 More than 3 None

Have you or anyone in your family attended ABC School?

- Yes No

Where are you or your child planning to attend college?

- In-market In-state Out-of-state

Qualifying

Are you actively seeking enrollment in college/higher education?

- Yes No

Would you be interested in attending a tour to learn more about our school, campus, and values?

- Yes No

[Click for more ideas](#)



Education Tutoring Services

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your services from others in the market?
- When do you start to market your enrollment periods?
- What other big initiatives are coming up that you might want to promote?

Customer

- Describe the ideal prospective student. Who is your target audience?
- What are 3-5 things you'd like to know about a prospective student?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- What marketing campaigns are you planning?
- How are you using email to communicate with customers and prospects?

Metrics

- What is the average amount spent per student on tutoring services?
- How many leads do you need to convert one to a new enrollment?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer an award-winning summer learning program?

- Yes No

Did you know that we have a brand new library/technology center/student union?

- Yes No

Buying-Intent

When are you looking to enroll yourself/your student?

- Fall semester Spring semester

Do you plan to apply for financial aid?

- Yes No

Category-Specific

What type of school does your child currently attend?

- Public Private Home-schooled Don't have children

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win tuition for one semester

Sponsored Contests

Quiz bundle:

- Are you smarter than a middle schooler?
- Homophone quiz
- How well can you spell?

Recurring Revenue

- Teacher of the month ballot
- Scholar athlete of the month ballot
- High school athlete of the week/month ballot

National Contests

National sweepstakes:

- \$5,000 - Back-to-school shopping spree
- \$5,000 - Win a Free Semester of Tutoring

PRIZES

- One semester of tuition
- Back-to-school shopping spree - backpack, school supplies, clothing, etc.
- A laptop for school

Which of the following subjects does your child need help with?

- Reading Math Science History
 Other I do not have children

How many kids do you have in your household?

- 1 2 3 More than 3 None

Has anyone else in your family attended ABC Tutoring Services??

- Yes No

Qualifying

Are you actively seeking tutoring services for your child?

- Yes No

Are you actively seeking tutoring services for your child?

- Yes No

[Click for more ideas](#)



Entertainment

- | Casinos
- | Venues



Entertainment Casinos

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your casino from others in the market - locally and regionally?
- What are your most popular packages and guest amenities? What are your biggest upsell opportunities?
- What is the value of a new guest to your business?

Customer

- Describe the ideal guest/customer. Who is your target audience?
- What are 3-5 things you'd like to know about a new guest/customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- What has been the most effective way to generate repeat business?
- How are you using email to communicate with guests/customers? How do you grow your database?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per guest per visit? What are guests spending the most on while at your hotel?
- How many leads do you need to convert to one new guest?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we have stay and play resort packages?

- Yes No

Buying-Intent

What motivates you when deciding to visit a casino?

- Entertainment Variety of game play Environment
 Location Food & Dining Amenities

How often do you visit a casino?

- Never A few times per year
 Once per month A few times per month

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a weekend getaway at our casino

Sponsored Contests

Quiz bundle:

- Which poker game is right for you?
- How much do you know about blackjack?
- What kind of gambler are you?

Brackets:

- Best casino games to play

National Contests

National sweepstakes:

- \$5,000 - Win a weekend getaway at our casino (with guest amenities)

PRIZES

- Tickets to a show & overnight stay
- \$500 cash
- Weekend getaway including transportation, room, & dining
- Spa & golf package with overnight stay

Category-Specific

Which of these casinos have you visited the most in the past six months?

- Casino 1 Casino 2 Casino 3 Casino 4

What is your favorite activity when visiting a casino?

- Slot machines Card games Concerts
 Great dining options Pool & spa Other

Qualifying

Have you ever been to [enter casino name here]?

- Yes No

May we contact you to tell you more about our packages and discounts we offer?

- Yes No

Click for more ideas



Entertainment Venues

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What makes your venue stand out from others?
- What are your most popular events? What are your biggest upsell opportunities at those events?
- What is the value of a new season ticket holder to your venue? What about a single ticket purchaser?

Customer

- Describe the ideal attendee for your venue. Who is your target audience?
- What are 3-5 things you'd like to know about an attendee?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- What has been the most effective way to generate repeat business?
- How are you using email to communicate with guests/customers? How do you grow your database?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per attendee per visit? What are guests spending the most on while at your venue?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Are you aware of our VIP area with food, drinks & private bathroom?

- Yes No

Buying-Intent

How much do you spend on food & drink when attending a concert/event?

- Nothing \$25 or less \$25 - \$75 \$75 - \$100

What are you most likely to buy when attending a concert/event?

- Food Soda Alcohol Merchandise
 All of the above Nothing

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win tickets & backstage passes to an event

Sponsored Contests

Quiz bundle:

- Name the band who sang that song
- What Broadway show are you?
- What should you see at [venue]?

Ballots:

- Best of local music ballot title sponsor

Brackets:

- Top Singer/Actor/Comedian/etc.

National Contests

National sweepstakes:

- \$5,000 - Season passes to venue

PRIZES

- Pair of tickets or family pack of tickets
- Season tickets or multiticket pack
- Backstage passes
- VIP Experience - premium seats, transportation, backstage passes, etc.
- Prize pack - signed merchandise, posters, swag, etc.

Category-Specific

Are you a member of our Insider Rewards program that gives you special access and discounts?

- Yes No

Are you a season ticket holder?

- Yes No

What type of events are you most interested in attending?

- Comedy Live Music Performing Arts Musicals

Qualifying

How many concerts/events do you attend each year?

- 1 - 5 5 - 10 10 - 20 20+

May we contact you about becoming a season ticket holder?

- Yes No

Click for more ideas



Financial

| Insurance

| Banks & Credit Unions



Financial Insurance

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- Which of your services or plans is your highest priority and which is your most profitable?
- What is the value of a new customer to your business?

Customer

- Who is your ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is your ratio of leads to conversions? (I.e., How many leads do you need to make one sale?)
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we have special discounts on auto policies for good students, safe drivers, and more?

Yes No

Did you know that we offer classes to learn more about our policies and finding out which ones are best for you?

Yes No

Buying Intent

Are you actively looking for new or updated insurance plans?

Yes No

Category-Specific

What kind of insurance policy are you interested in?

- Auto Homeowners Life Health Other
- I am not interested in any insurance policies at this time

What do you value most when it comes to your insurance company?

- Benefits Selection/variety of plans
- Customer service Familiarity

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win \$1000 in cash

Sponsored Contests

Quiz bundle:

- Car insurance trivia
- How much do you know about income taxes?
- How well do you know financial terms?

Photo contests:

- Cutest kid photo contest
- Graduation photo gallery
- What I'm thankful for photo gallery

Ballots:

- Family favorites ballot title sponsor

Recurring revenue

- Hometown heroes ballot
- High school athlete of the week/month ballot

National Contests

- \$15,000 sweepstakes – Mortgage or rent for a year
- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Cash or gift card
- Car loan or payment for a year
- Pay home mortgage or rent for a year

Qualifying

Do you currently have insurance policies in place?

Yes No

Are you happy with your current insurance policies?

Yes No N/A

Would you like to be contacted by an insurance representative to learn more about the benefits of our products and services?

Yes No

Click for more ideas



Financial Banks & Credit Unions

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- Which of your financial services is your highest priority and which is your most profitable?
- What is the value of a new customer to your business?

Customer

- Who is your ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a potential new banking customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is your ratio of leads to conversions? (I.e., How many leads do you need to convert one customer?)
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we have a special program for college savings?

Yes No

Did you know that we have a mobile banking app?

Yes No

Buying Intent

Are you actively looking to change banks, open a new account or seeking financial advice?

Yes No

Category Specific

What kind of banking institution do you currently do business with?

Local/regional National Credit union Other

Which type of services are you most interested in?

Checking Savings CDs Mobile banking
 Corporate or commercial banking

What do you value most when it comes to your bank?

Free Checking Location Rates
 Customer service Mobile app

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a college savings fund

Sponsored Contests

Quiz bundle:

- Are you ready for retirement?
- How much do you know about tax basics?
- How well do you know financial terms?

Photo contests:

- Cutest kid photo contest
- Graduation photo gallery
- What I'm thankful for photo gallery

Ballots:

- Family favorites ballot title sponsor

Recurring revenue

- Hometown heroes
- High school athlete of the week/month

National Contests

- \$15,000 sweepstakes – Mortgage or rent for a year
- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Cash or gift card
- College savings fund
- Car loan or payment for a year
- Pay home mortgage or rent for a year
- Savings account with cash deposit

What is the most significant barrier to switching banks?

Inconvenience Loyalty Setting up direct deposit
 Multiple accounts

Qualifying

Are you happy with your current bank/credit union?

Yes No

Would you like to be contacted by a bank representative to learn more about our products and services?

Yes No

[Click for more ideas](#)



Food & Drink

- | Bars
- | Restaurants
- | Grocery
- | Specialty Food



Food & Drink Bars

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your bar from others in the area?

Customer

- Who is your ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- What has been the most effective way to generate repeat business?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per visit?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we have a second location at [location]?

- Yes No

Did you know that we offer [special]?

- Yes No

Buying Intent

How much do you typically spend at a bar when going out?

- Less than \$25 \$25-\$50 \$50-\$100 \$100+

Which of the following are you most likely to order when out at a bar?

- Beer Wine Liquor Mixed drinks Other

Category-Specific

How do you typically hear about new bars?

- Email Social media Newspaper Coupon book
 Word of mouth Other

Who are you most likely to go out with?

- Self Significant other Friends Family

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a private party including drinks & service

Sponsored Contests

Quiz bundle:

- What kind of craft beer are you?
- Test your wine knowledge
- Test your beer knowledge

Photo contests:

- Tailgating photo contest
- Biggest sports fan photo contest

Ballots:

- Best bars or cocktails ballot title sponsor

Brackets:

- Best bar food
- Top mixed drink

National Contests

- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Private party including drinks & service
- Tailgating party for a sports game of your choice
- Bar gift card

How often do you typically go out to a bar?

- Never Every few months Once per month
 3-4 times/month 1-2 times/week 3+ times/week

Qualifying

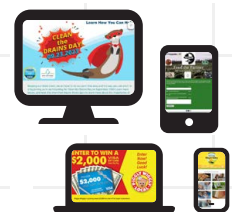
Have you ever been to [bar name here]?

- Yes No

Are you interested in hearing about how we can help you with your next party or event?

- Yes No

Click for more ideas



Food & Drink Restaurants

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your restaurant from others in the area?

Customer

- Who is your ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What has been the most effective way to capture new customers and why?
- What has been the most effective way to generate repeat business?
- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per visit?
- How frequently do customers visit your restaurant every month/year?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we have a second location at [location]?

Yes No

Did you know that we have a special gluten-free menu?

Yes No

Buying Intent

How much do you typically spend on dinner when dining out?

Less than \$25 \$25-\$50 \$50-\$100 \$100+

How much do you typically spend on lunch when dining out?

Less than \$25 \$25-\$50 \$50-\$100 \$100+

Category-Specific

Where do you go to look for discounts and coupons for restaurants?

Email Social media Newspaper Coupon book
 Word of mouth Other

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a private party with food, drink & service

Sponsored Contests

Quiz bundle:

- Name that ingredient
- What pizza topping are you?
- What ice cream flavor are you?

Photo contests:

- Mother's or father's
- Brunch recipe

Ballots:

- Best of ballot enhanced listings & ads

Recurring Revenue

- Teacher of the month ballot title sponsor
- High school athlete of the week/month title sponsor
- Birthday club sponsor

National Contests

- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Pizza/sandwiches/burgers for a year
- Catered private party or tailgate party including food, drinks, service etc.
- Restaurant gift card
- VIP dining experience including meet the chef, special menu, wine/beer pairing etc.

Who are you most likely to go out with?

Self Significant other Friends Family

How often do you typically dine out each week?

Not at all 1-2 times 3-5 times 5+ times

Qualifying

Have you ever dined at [restaurant name here]?

Yes No

Are you interested in hearing about how we can help you with your next party or corporate event?

Yes No

[Click for more ideas](#)



Food & Drink Grocery

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your grocery store from others in the area?

Customer

- Who is your ideal grocery shopper?
- What 3-5 things would you like to know about a potential new shopper?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per visit?
- How frequently do customers visit your store every week/month?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we feature a wide variety of gluten-free food options?

- Yes No

Did you know that we offer catering packages?

- Yes No

Buying Intent

How much do you typically spend on a trip to the grocery store?

- Less than \$50 \$50-\$100 \$100-\$200 \$200+

How often do you shop for groceries?

- Don't go weekly 1 time/week 2 times/week
 3+ times/week

Who are you most often buying groceries for?

- Self 2 or more people Family Extended family

Category-Specific

Where do you most often shop for groceries?

- Big box store (ex. Walmart) Local grocery
 Specialty food store Membership club (ex. Costco)

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a grocery shopping spree

Sponsored Contests

Quiz bundle:

- Name that cheese
- Can you pass a basic cooking test?
- Which stadium food are you?

Photo contests:

- Best dish photo contest

Brackets:

- Snack food battle title sponsor
- Best Thanksgiving side dish title sponsor

Recurring Revenue

- Teacher of the month ballot title sponsor
- High school athlete of the week/month title sponsor

National Contests

- \$4,800 in groceries for a year
- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Grocery gift card
- Specific type of food or brand for a year
- Holiday party pack
- Tailgate party pack

What would motivate you to try a new store?

- Price/discounts Location Selection/variety
 Customer service

How would you prefer to hear about our weekly specials?

- Email Website Social media Mail Newspaper

Qualifying

Have you ever shopped at [store name here]?

- Yes No



Click for more ideas



Food & Drink Specialty Food

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your store from others in the area?
- What are your most popular products? Which are the most profitable?

Customer

- Who is your ideal grocery shopper?
- What 3-5 things would you like to know about a potential new shopper?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per visit?
- How frequently do customers visit your store every week/month?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we feature a wide variety of gluten-free food options?

Yes No

Did you know that we offer catering packages?

Yes No

Buying Intent

How often do you shop at a specialty food store per week?

Don't go weekly 1 time/week 2 times/week
 3+ times/week

How much do you typically spend at specialty food stores each visit?

Less than \$25 \$25-\$75 \$75-\$150 \$150+

Category-Specific

What product do you most often shop for at a specialty food store?

Cheese Meat Coffee GMO-free foods Other

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a store shopping spree
- Win tickets to all events for a year (wine pairing, cheese pairing, etc.)

Sponsored Contests

Quiz bundle:

- Name that cheese
- Test your wine or craft beer knowledge
- What's your grilling IQ?

Photo contests:

- Best dish photo contest

Recurring Revenue

- Hometown heroes ballot
- Birthday club sponsor

National Contests

- \$5,000 national sweepstakes – win groceries for a year from [enter store here]

PRIZES

- \$500 shopping spree
- Year supply of a particular product or food
- Themed gift basket or party (sports, holidays, seasons, etc)
- Tickets and gift basket to a special event (wine/cheese pairing, etc)

Which of these stores have you visited in the past 6 months?

Local Business 1 Local Business 2 Local Business 3
 None of these

How would you prefer to hear about our weekly specials?

Email Website Social media Mail Newspaper

Qualifying

Have you ever shopped or been to [store name here]?

Yes No

Would you be interested in attending one of our monthly tasting events?

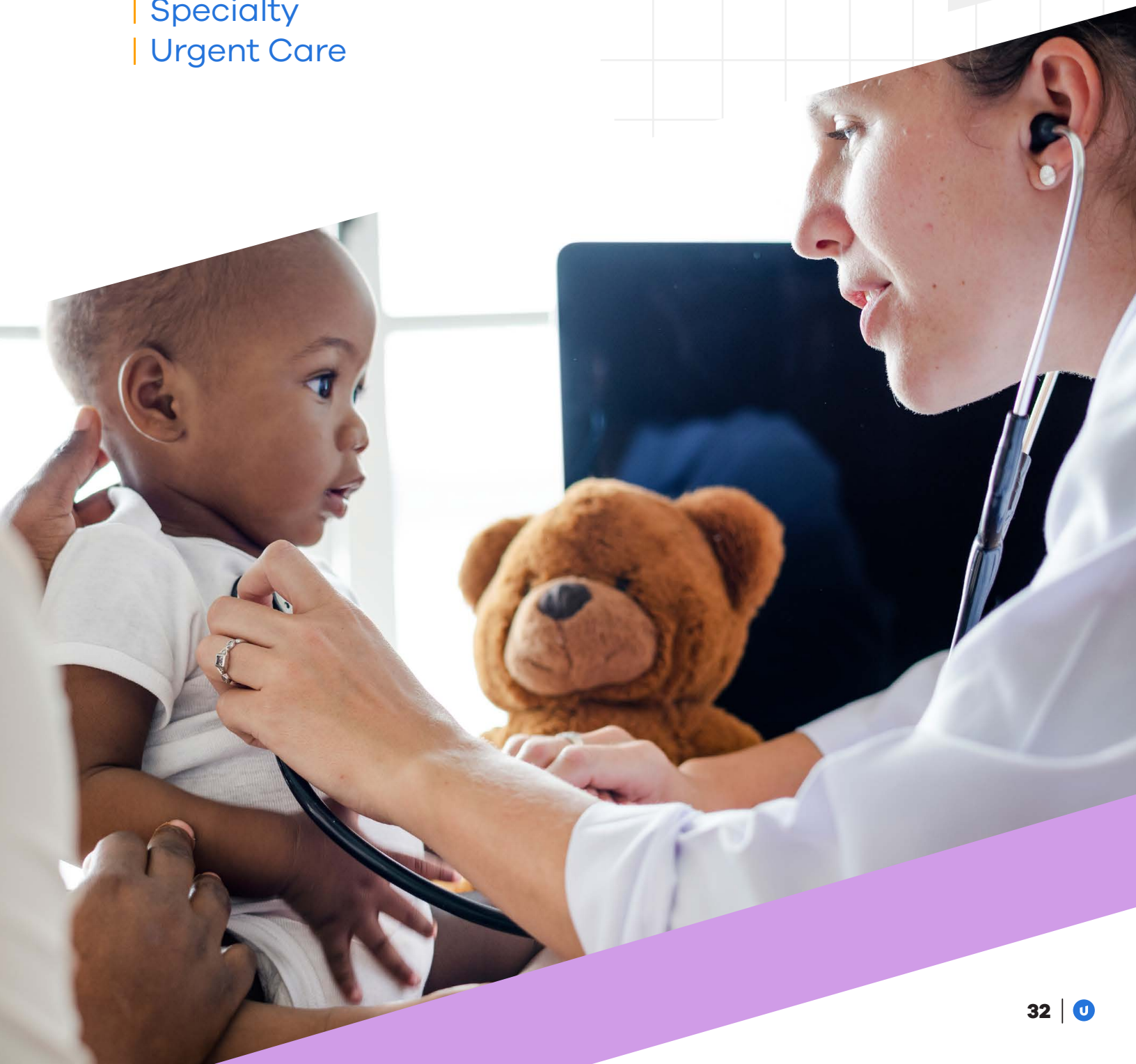
Yes No

Click for more ideas



Healthcare

- | Hospitals
- | Specialty
- | Urgent Care



Healthcare Hospitals

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your hospital from others in the area?
- What are your most popular services/divisions? Which are the ones you want potential patients to know about?

Customer

- Who is your typical patient? Who is your target audience?
- What 3-5 things would you like to know about a potential patient?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- What has been the most effective way to bring in new patients? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning? What will your main messaging be?

Metrics

- How many leads does it take for you to convert a patient?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know about our annual fundraising event happening next month?

Yes No

Buying Intent

Are you actively looking for a new hospital or doctor?

Yes No

Are you currently expecting and looking for a designated hospital for delivery?

Yes No

Category-Specific

Do you have insurance?

Yes No

What do you value most when considering a new hospital or doctor?

- Location Customer service Technologies
 Insurance acceptance Specialists

How happy are you with your current healthcare provider?

Not satisfied Satisfied Very satisfied

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a healthy living prize pack (fitness trackers, bicycle, healthy foods subscription service, etc)

Sponsored Contests

Quiz bundle:

- Test your breast cancer knowledge
- How much do you know about heart health?
- How much do you know about skin cancer?

Photo contests:

- Cutest kid/baby photo contest
- Mother's and father's day photo contest

Recurring Revenue

- Nurse/Doctor of the month ballot
- High school athlete of the week/month ballot
- Hometown heroes ballot

National Contests

- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Healthy living prize pack (fitness tracker, bicycle, etc)
- Family or kids photography session
- Free session with a personal nutritionist and trainer
- Chain drug store gift card

Qualifying

Have you ever been a patient at [hospital name here]?

Yes No

Would you be interested in becoming a volunteer at [hospital name here]?

Yes No

Would you be interested in attending an open house at one of our facilities?

Yes No

May we contact you to discuss our facilities and services?

Yes No

Click for more ideas



Healthcare Specialty

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your hospital from others in the area?
- What are your most popular services/products? Which are the most profitable?
- What is the value of a new patient to your business?

Customer

- Who is your typical patient? Who is your target audience?
- What 3-5 things would you like to know about a potential patient?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- What has been the most effective way to bring in new patients? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does an average patient spend?
- How many leads does it take for you to convert a patient?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we have monthly seminars relating to [procedure here]?

- Yes No

Buying Intent

When are you considering [procedure here]?

- Next month 3-6 months 6-12 months Not at all

Are you interested in financing options for [procedure]?

- Yes No

Category-Specific

What would motivate you to try a new specialist?

- Comfortable facility Cost Location
 Referral Customer service

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a free pair of hearing aids

Sponsored Contests

Quiz bundle:

- Are you a dental hygiene pro?
- Eye health trivia
- How much do you know about heart health?

Photo contests & ballots:

- Cutest trick or treat/Scared of Santa etc photo contest
- Cutest couple photo contest
- Cutest pet photo contest
- Best of ballot enhanced listings & ads
- Nurse/Doctor of the month ballot

National Contests

- \$5,000 national sweepstakes to win [insert product/service here]
- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Teeth whitening (or other service) for a year
- Cosmetic procedure
- Hearing aids
- Lasik procedure

Qualifying

Have you ever been a patient at [name of business here]?

- Yes No

Do you or someone in your household currently wear hearing aids [or other product/service]?

- Yes No

Do you have insurance?

- Yes No

May we contact you about the benefits of [procedure here]?

- Yes No

Click for more ideas



Healthcare Urgent Care

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your urgent care from others in the area?
- What are your most popular services/products? Which are the ones you most want potential patients to know about?
- What is the value of a new patient to your business?

Customer

- Who is your typical patient? Who is your target audience?
- What 3-5 things would you like to know about a potential patient?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- What has been the most effective way to bring in new patients? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to convert a patient?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer CT scans, X-rays and ultrasounds?

- Yes No

Buying Intent

Are you interested in financing options?

- Yes No

Category-Specific

Do you have insurance?

- Yes No

How many people are in your household?

- 1 2 3 4 More than 4

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a free session with a personal nutritionist and trainer

Sponsored Contests

Quiz bundle:

- Test your flu knowledge
- Do you get enough sleep?
- Common cold myths

Photo contests:

- Healthy selfie photo contest
- Cutest kid photo contest
- Top ways to reduce stress

Ballots:

- Nurse/Doctor of the year
- High school athlete of the week/month

National Contests

- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Healthy living prize pack (fitness tracker, bicycle, healthy foods subscription service, etc)
- Free session with a nutritionist and trainer
- New home gym
- Gift card to chain drugstore



Do you have a primary care doctor?

- Yes No

Where do you get your prescriptions filled?

- Walgreens CVS Rite Aid
 Doctor's office Other

Qualifying

Have you ever been to [name of urgent care here]?

- Yes No

May we contact you to discuss our services?

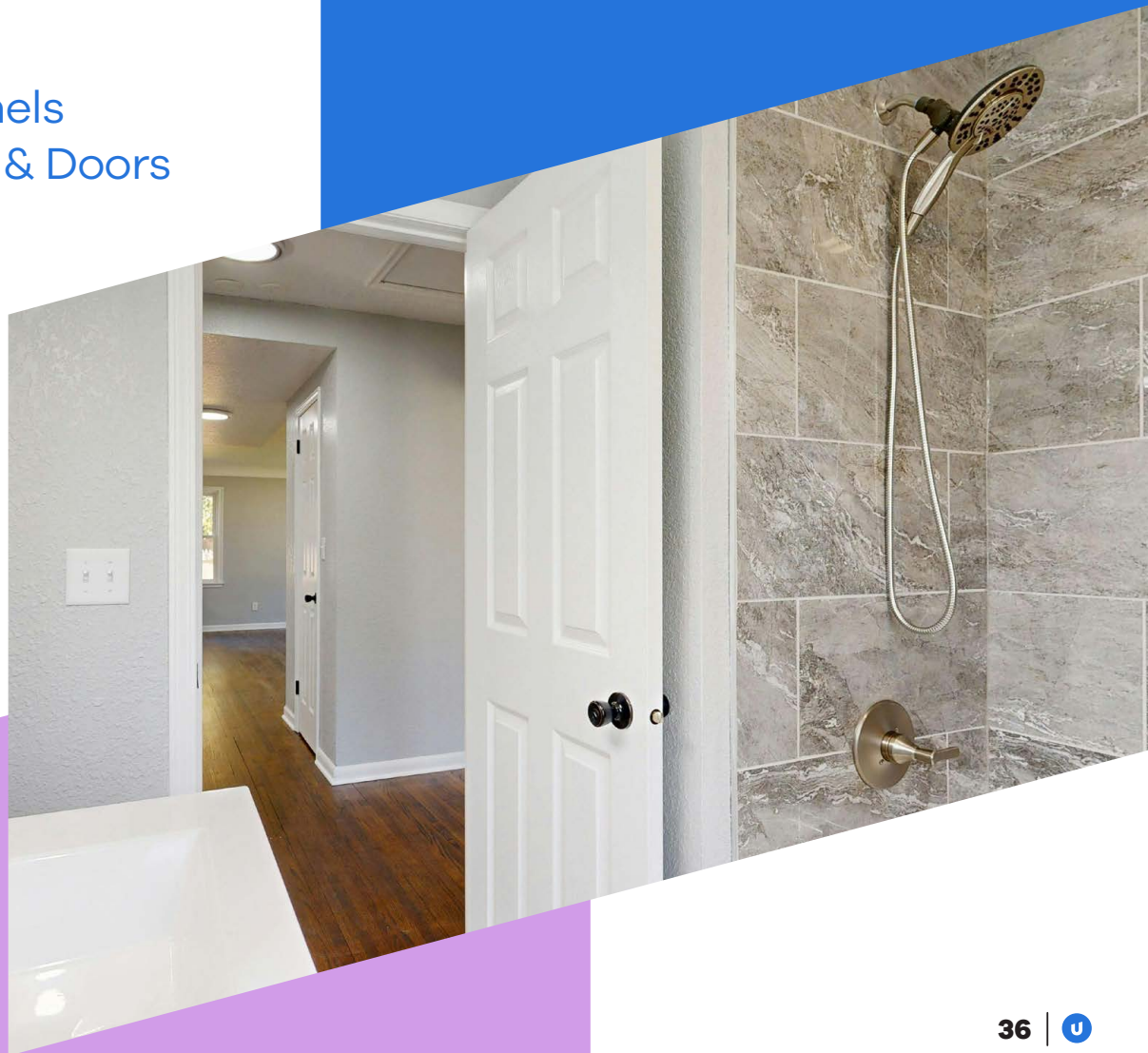
- Yes No

Click for more ideas



Home

- | Deck
- | Flooring
- | Garage & Driveways
- | HVAC
- | Kitchen & Bath
- | Landscaping
- | Painting
- | Pool
- | Roof
- | Solar Panels
- | Windows & Doors



Home Deck

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your deck business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- Are you looking for people wanting a deck remodel or entirely new deck?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer a 0% interest financing program for 12 months?

- Yes No

Buying-Intent

What is your budget for a deck installation or repair project?

- Less than \$10,000 \$10,000 \$15,000
 \$15,000 - \$20,000 \$20,000+

Do you plan to use financing to pay for this project?

- Yes No

How soon are you looking to build or replace your deck?

- Less than 3 months 3 - 6 months 6 - 12 months
 12+ months Not looking to build or replace deck

Category-Specific

What is the nature of your project?

- Build new deck Replace deck Repair deck

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Fix my deck makeover photo contest - Win a new deck

Sponsored Contests

Quiz bundle:

- What's your outdoor living personality?
- Deck maintenance trivia

Photo contest:

- Fix my deck makeover photo contest
- Backyard makeover photo contest

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway
- Pro Football Pick'Em Season long title sponsor
- College hoops title sponsor

PRIZES

- New deck or deck remodel
- Backyard makeover
- Gift card to home improvement retailer
- Complete deck furniture set

Which material do you want for your deck?

- Wood Composite materials Aluminum

What size deck do you want?

- Small (less than 150 sq ft) Medium (150 -300 sq ft)
 Large (300+ sq ft)

How old is your deck?

- Fewer than 5 years old 5 - 10 years old
 11 - 20 years old 20+ years

Qualifying

Do you own your home?

- Yes No

Have you ever been a customer of [enter name of company here]?

- Yes No

Click for more ideas



Home Flooring

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your flooring business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer in-home design consultation services?

- Yes No

Buying-Intent

What is your budget for new floors?

- Less than \$5,000 \$5,000 - \$10,000
 \$10,000 - \$20,000 \$20,000+

Do you plan to use financing to pay for your installation?

- Yes No

When are you planning to replace or repair your floors?

- Less than 3 months 3 - 6 months 6 - 12 months
 12+ months No plans to replace/repair

Category-Specific

What type of flooring material are you interested in?

- Wood Laminate Tile/Stone Carpet Other

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a floor makeover

Sponsored Contests

Quiz bundle:

- Home maintenance trivia
- Home remodeling RIO trivia
- What's your home decor personality?

Photo contest:

- Fix my floor makeover photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway
- Pro Football Pick'Em Season Long Title Sponsor
- College Hoops Title Sponsor

PRIZES

- \$1,000 shopping spree to store
- Car accessories prize pack
- Family road trip giveaway
- New set of tires
- Gas gift card

What is the nature of your flooring project?

- New installation Repair Replace
 Refinish Want recommendation

How many rooms are you considering for this flooring project?

- 1 - 2 3 - 4+ Whole floor Whole house

Qualifying

Do you own your home?

- Yes No

Have you ever been a customer of [enter name of company here]?

- Yes No

May we contact you for a free estimate?

- Yes No

Click for more ideas



Home Garage & Driveways

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your garage and driveway business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer a 0% financing program for 12 months?

Yes No

Buying-Intent

Do you plan to use financing to pay for your installation?

Yes No

Are you actively in the market for garage or driveway installation/repair?

Yes No

Category-Specific

What kind of driveway project are you looking to do?

Asphalt Maintenance Removal or replacement
 Seal coating Stripping None of these

What kind of garage project are you looking to do?

Replace my garage door Repair my broken garage door
 Resurface my garage floor Garage door tune-up
 Install a new opener None of these

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a garage remodel
- Win a new driveway

Sponsored Contests

Quiz bundle:

- Test your garage maintenance IQ
- What type of car should you drive?
- Home security quiz

Photo contest:

- Fix my garage makeover photo contest
- Fix my driveway makeover photo contest

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- New garage door system
- Garage repair & service package
- New driveway/driveway makeover
- Driveway repair & service package
- Garage makeover (flooring, storage system, etc.)

Qualifying

Do you own your home?

Yes No

How old is your home?

Less than 5 years old 5 - 10 years old
 10 - 20 years old 20+ years old

Have you ever been a customer of [enter name of company here]?

Yes No

May we contact you for a free estimate?

Yes No

Click for more ideas



Home HVAC

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your HVAC business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer HVAC units that qualify for special tax deductions for low energy usage?

- Yes No

Buying-Intent

How soon are you looking to buy or replace your furnace/AC unit?

- Less than 3 months 3 - 6 months
 6 - 12 months 12+ months

Do you plan to use financing to pay for your installation?

- Yes No

Category-Specific

How old is your current furnace/AC unit?

- Less than 5 years old 5 - 10 years old
 1 - 20 years old 20+ years

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a new ac unit or furnace

Sponsored Contests

Quiz bundle:

- What season are you?
- Test your home energy IQ
- What's your HVAC knowledge?

Photo contest:

- Ugly furnace photo contest
- AC photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- New AC or furnace
- New AC or furnace + installation
- HVAC service and checkup
- HVAC duct cleaning
- Pay your electric bill for a year

On average, how much do you currently spend per month on heating and air?

- Less than \$100 \$100 - \$200 \$200 - \$300 \$300+

Does anyone in your household have allergies?

- Yes No

Qualifying

Do you own your home?

- Yes No

May we contact you for a free estimate?

- Yes No

Click for more ideas



Home Kitchen & Bath

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your kitchen & bath business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer special discounts on [insert product] through the end of the year?

- Yes No

Buying-Intent

What is your budget for this project?

- Less than \$10,000 \$10,000 - \$20,000
 \$20,000 - \$30,000 \$30,000 - \$40,000 \$40,000+

Do you plan to use financing to pay for your installation?

- Yes No

When are you planning to replace or repair your kitchen or bath?

- Less than 3 months 3 - 6 months 6 -12 months
 12+ months No plans to replace/install

Category-Specific

Which type of remodeling project are you planning?

- Kitchen remodel Bath remodel Both

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a complete kitchen remodel
- Win a complete bath remodel

Sponsored Contests

Quiz bundle:

- Home remodeling trivia
- What's your bathroom style?
- Can you pass a basic cooking test?

Photo contest:

- Save my bathroom makeover photo contest
- Fix my kitchen makeover photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- Total bathroom makeover (flooring, vanity, tub, etc.)
- Total kitchen makeover (cabinets, countertops, etc.)
- Deep cleaning service
- Kitchen appliance prize package
- \$1,000 gift card to kitchen & bath store

What is the nature of your flooring project?

- Repair Replace New construction
 Want recommendation

Which of these is an area of focus for your kitchen remodel?

- Lighting Cabinets Appliances
 Countertops Sink All of the above

Is this project covered by an insurance claim?

- Yes No

Qualifying

Do you own your home?

- Yes No

Have you ever been a customer of [enter name of company here]?

- Yes No

May we contact you for a free estimate?

- Yes No

[Click for more ideas](#)



Home Landscaping

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your landscaping business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many customers become repeat customers?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we sell mature trees that are over 5 years old?

Yes No

Did you know that we have home & garden design experts on site who you can schedule a consultation with?

Yes No

Buying-Intent

Are you in the market to purchase lawn equipment?

Yes No

Are you in the market for lawn care or landscaping services?

Yes No

Category-Specific

How big is your lawn?

I don't have a lawn Small Medium
 Large Very large

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win lawn care service for a year
- Win a backyard makeover sweepstakes

Sponsored Contests

Quiz bundle:

- Name that garden weed
- What's your outdoor living personality?
- What flower are you?

Photo contest:

- Save my lawn makeover photo contest
- Save my backyard makeover photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- Complete lawn or garden makeover
- Win sod, mulch, & lawn care accessories
- New sprinkler system
- Lawn service for a year
- New lawn mower & accessories

Do you have a sprinkler system today?

Yes No

Who cuts and maintains your lawn today?

I don't have a lawn I do it myself
 Family member/friend Professional service

Qualifying

Do you own your home?

Yes No

Are you happy with the current state of your lawn?

Yes No

May we contact you to set up a free lawn or landscaping estimate?

Yes No

Click for more ideas



Home Painting

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your painting service or store from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many customers become repeat customers?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Do you know about our extended warranty program that gives you extra coverage for your project?

- Yes No

Buying-Intent

When are you planning to do your next paint project?

- Less than 3 months 3 - 6 months
 6 -12 months 12+ months No plans

How much is your budget?

- Less than \$500 \$500 - \$1,000
 \$1,000 - \$2,000 \$2,000+

Category-Specific

What type of painting project are you planning?

- Whole exterior of house Whole interior of house
 1 - 2 rooms 2 - 4 rooms No plans

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a [room/house] paint job
- Win a painting prize pack for your next home improvement project

Sponsored Contests

Quiz bundle:

- Which bedroom wall color matches your personality?
- What's your home decor personality?

Photo contest:

- Rescue my room makeover photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- Paint job for the exterior of your house
- Paint job for the interior of your house
- Paint accessories (paint bucket, paint brushes, tape, drop cloths, etc.)
- Custom designed paint job

When was the last time you painted the exterior of your home?

- In the last year In the last 5 years
 In the last 10 years N/A

Will you be hiring a professional to do your next paint project?

- Yes No

Qualifying

Do you own your home?

- Yes No

Are you currently planning a paint project?

- Yes No

Can we contact you for a free estimate on your next paint project?

- Yes No

[Click for more ideas](#)



Home Pool

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your pool business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What are your top-selling brands and features?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer a free design consultation as part of your pool project?

- Yes No

Buying-Intent

What is your budget for a new pool?

- Less than \$20,000 \$20,000 - \$30,000
 \$30,000 - \$50,000 \$50,000+

Are you in the market for a new pool?

- Yes No

Do you plan to use financing to pay for your repair/installation?

- Yes No

How soon are you looking to purchase & install your pool?

- Less than 3 months 3 - 6 months 6 - 12 months
 12+ months No plan to replace/install

Category-Specific

What type of pool are you interested in?

- Fiberglass Vinyl Liner Concrete Above Ground

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a pool with installation
- Win poolside furniture prize package

Sponsored Contests

Quiz bundle:

- Pool maintenance trivia, what's your pool personality?
- What's your outdoor living personality?

Photo contest:

- Coolest pool photo contest
- Summer fun photo contest
- Fix my pool makeover photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- New pool with installation
- New hot tub
- Pool maintenance for a year
- Pool accessories prize pack
- Backyard makeover (deck, grill, landscaping, etc.)
- Complete outdoor poolside furniture set

Do you have a pool that needs to be repaired?

- Yes No

Will you be hiring a professional to do your next paint project

- Yes No

Qualifying

Do you own your home?

- Yes No

Do you currently have a pool?

- Yes No

May we contact you to set up a free in-home estimate?

- Yes No

[Click for more ideas](#)



Home Roof

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your roofing business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer a 0% interest financing program for 12 months?

- Yes No

Buying-Intent

What is your budget for a new roof?

- Less than \$10,000 \$10,000 - \$15,000
 \$15,000 - \$20,000 \$20,000+ I don't have one

Do you plan to use financing to pay for your installation?

- Yes No

How soon are you looking to replace your roof?

- Less than 3 months 3 - 6 months 6 -12 months
 12+ months Not looking to replace roof

Category-Specific

What is the nature of your project?

- Completely replace Install on new construction
 Repair existing

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a new roof

Sponsored Contests

Quiz bundle:

- What style of roof is this?
- How much do you know about roof maintenance?
- What style house is this?

Photo contest:

- Save my roof makeover photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway
- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- New roof
- Roof repair & service
- Gutter cleaning
- Gift card to home improvement retailer

What type of roof do you currently have?

- Shingles Slate/Tile roof Metal roof
 Flat roof Wood

Qualifying

Do you own your home?

- Yes No

How old is your roof?

- Less than 5 years old 5 - 10 years old
 11 - 20 years old 20+ years

Have you ever been a customer of

[enter name of company here]?

- Yes No

May we contact you to set up a free in-home estimate?

- Yes No

Click for more ideas



Home Solar Panels

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your solar business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer a 0% interest financing program for 12 months?

- Yes No

Did you know that we provide consultations to find out your solar cost and energy usage?

- Yes No

Did you know that installing solar panels on your home can increase its value?

- Yes No

Buying-Intent

What is your budget for solar panels?

- Less than \$10,000 \$10,000 - \$20,000
 \$20,000 - \$30,000 \$30,000+ I don't have one

Do you plan to use financing to pay for your installation?

- Yes No

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win solar panels + installation

Sponsored Contests

Quiz bundle:

- Test your home energy IQ
- How much do you know about the environment?

Photo contest:

- Make a difference for the environment photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- Solar panels
- Solar panels and installation

How soon are you looking to install or replace solar panels on your home?

- Less than 3 months 3 - 6 months 6 - 12 months
 12+ months No plans

Category-Specific

What is the nature of your project?

- Completely replace Install on new construction
 Repair existing

Qualifying

Do you own your home?

- Yes No

Do you currently have any solar panels installed?

- Yes No

May we contact you to set up a free estimate?

- Yes No

Click for more ideas



Home Windows & Doors

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your windows & doors business from others in the market?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Besides homeownership, what traits does your ideal customer have?
- What are 3-5 things you'd like to know about a prospective customer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many customers become repeat customers?
- How many leads does it take for you to convert to a sale or to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that our windows come with UV treatments to reduce exposure to sunlight?

- Yes No

Buying-Intent

What is your budget for windows or doors?

- Less than \$10,000 \$10,000 - \$15,000
 \$15,000 - \$20,000 \$20,000+ I don't have one

Do you plan to use financing to pay for your installation?

- Yes No

How soon are you looking to replace your windows/doors?

- Less than 3 months 3 - 6 months 6 - 12 months
 12+ months Not looking to replace windows/doors

Category-Specific

How many windows does your house have?

- Fewer than 10 10 - 15 15 - 20 20+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win new windows

Sponsored Contests

Quiz bundle:

- Test your home energy IQ
- Home remodeling ROI trivia
- What style of house is this?

Photo contest:

- Window makeover photo contest
- Front door makeover photo contest

Advertiser showcase:

- Virtual home show sponsor/booth

National Contests

National sweepstakes:

- \$5,000 - Home improvement giveaway

PRIZES

- New windows
- Window repair service
- New front door
- Consultation & window makeover
- New doors throughout house
- Gift card to home improvement retailer

What is the nature of your project?

- Install new windows Install storm windows
 Repair window glass Repair window frame
 None of these

Qualifying

Do you own your home?

- Yes No

Do you currently have any solar panels installed?

- Yes No

May we contact you to set up a free estimate?

- Yes No

[Click for more ideas](#)



Legal

- | Family Law
- | Personal Injury



Legal Family Law

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your firm from others in the market?
- How do you find new clients? How long do you typically work with a client?
- What is the value of a new client to your practice?

Customer

- How do you define a qualified client? Who is your target audience?
- What 3-5 things would you like to know about a potential client ahead of time?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with current clients and potential new clients?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer B2B and commercial legal services?

- Yes No

Buying Intent

If you need legal counsel, how soon will you need it?

- Immediately Next 3 months Next 6 months
 Next 12 months N/A

Category-Specific

What type of legal advice or information are you most interested in?

- Divorce Child custody Name changes
 File a lawsuit Other

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Cash giveaway

Sponsored Contests

Quiz bundle:

- How well do you know landmark legal cases?

Photo contests:

- Cutest kid photo contest
- Kid of the month photo contest
- What I'm thankful for photo gallery

Recurring Revenue

- Hometown heroes ballot
- Kid of the Month Photo Contest
- High school athlete of the week/month ballot

National Contests

- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Cash prize
- Electronics (laptop, tablet, smart home device)
- Gift cards to local businesses

Qualifying

Have you ever been a client of [name of law firm]?

- Yes No

Are you actively seeking legal counsel?

- Yes No

Do you currently have legal counsel?

- Yes No

May we contact you to discuss our services and your needs?

- Yes No

Click for more ideas



Legal Personal Injury

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your firm from others in the market?
- How do you find new clients? How long do you typically work with a client?
- What is the value of a new client to your practice?

Customer

- How do you define a qualified client? Who is your target audience?
- What 3-5 things would you like to know about a potential client ahead of time?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with current clients and potential new clients?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer B2B and commercial legal services?

- Yes No

Buying Intent

If you need legal counsel, how soon will you need it?

- Immediately Next 3 months Next 6 months
 Next 12 months N/A

Category-Specific

What type of legal advice or information are you most interested in?

- Motor vehicle accident Medical malpractice
 Workplace accident Defamation Other

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Cash giveaway

Sponsored Contests

Quiz bundle:

- How well do you know landmark legal cases?

Photo contests:

- Cutest kid photo contest
- What I'm thankful for photo gallery

Recurring Revenue

- Hometown heroes ballot
- Top nurses/doctors of the month ballot

National Contests

- \$1500 cash giveaway
- Pro football pick'em season long title sponsor
- College hoops title sponsor

PRIZES

- Cash prize
- Electronics (laptop, tablet, smart home devices)
- Gift cards to local businesses

Qualifying

Have you ever been a client of [name of law firm]?

- Yes No

Are you actively seeking legal counsel?

- Yes No

Do you currently have legal counsel?

- Yes No

May we contact you to discuss our services and your needs?

- Yes No

Click for more ideas



Pets

- | Boarding
- | Grooming
- | Retail
- | Veterinary Services



Pets Boarding

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the market?
- What are your most popular services or products and what are your biggest upsell opportunities?
- What is the value of a new pet owner to your business?

Customer

- Who is your ideal customer or pet owner? Who is your target audience?
- What 3-5 things would you like to know about a potential new pet owner?

Marketing

- What has been the most effective way to reach new pet owners?
- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer activity packages to make sure your pet has a fun-filled stay?

- Yes No

Did you know we offer daycare and training in addition to boarding?

- Yes No

Buying Intent

How much do you typically spend on pet care when you are away or out of town?

- Less than \$100 \$100-\$200 \$200-\$300 \$300+

Are you most likely to need day boarding, night boarding, or both?

- Day boarding Night boarding Both

Category-Specific

What type of pet do you own?

- Cat Dog Other I do not own pets

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win 1 week of boarding for your pet(s) sweepstakes

Sponsored Contests

Quiz bundle:

- Pet care trivia
- What breed of puppy is perfect for you?
- What is your spirit animal?

Photo contests:

- Cutest pet photo contest
- Share your shelter pet photo contest

Brackets:

- Cute pet of the month photo contest

Recurring revenue

- Cute pet of the month photo contest

National Contests

- \$5,000 - Pet food for a year giveaway

PRIZES

- 1 week of boarding for your pet(s)
- Membership to boarding business/kennel
- Pet food for a year
- Pet prize pack - food, bedding, treats, toys, etc.
- Gift card from the sponsor

Where does your animal stay when you're away for extended periods of time?

- Friend/Family's House My House Kennel Other

Does your pet suffer from any of these ailments?

- Allergies Urinary Tract Infections Digestion Issues
 Other None of these

Qualifying

Do you own a pet?

- Yes No

Has your pet ever stayed at [insert pet boarding business name here]?

- Yes No

Click for more ideas



Pets Grooming

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others?
- What are your most popular services or products and what are your biggest upsell opportunities?
- What is the value of a new pet owner to your business?

Customer

- Who is your ideal customer or pet owner? Who is your target audience?
- What 3-5 things would you like to know about a potential new pet owner?

Marketing

- What has been the most effective way to reach new pet owners?
- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer anal gland expression upon request during grooming sessions?

- Yes No

Did you know we offer several ala carte grooming options, such as teeth cleaning?

- Yes No

Buying Intent

How much do you typically spend on grooming for your pet(s) each month?

- Less than \$20 \$20-\$50 \$50-\$1000 \$100+

Which kind of package would you most likely be interested in?

- Just a bath Basic package
 Intermediate package Deluxe package

Category-Specific

What type of pet do you own?

- Cat Dog Other

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win free grooming for a year sweepstakes (1 grooming session per month)

Sponsored Contests

Quiz bundle:

- Pet care trivia
- What breed of puppy is perfect for you?
- Which pet should you adopt?

Photo contests:

- Cutest pet photo contest
- Share your shelter pet photo contest

Brackets:

- Top dog/cat/pet bracket

Recurring Revenue

- Cute pet of the month photo contest

National Contests

- \$5,000 - Pet grooming for a year giveaway

PRIZES

- Pet grooming for a year
- Pet prize pack - food, bedding, treats, toys, etc.
- Pet food for a year
- Gift card from the sponsor

Does your pet suffer from any of these ailments?

- Allergies Urinary Tract Infections Digestion Issues
 Other None of these

Where do you currently have your pet groomed?

- Pet store groomer Local groomer
 I do it myself at home I do not currently have a groomer

Qualifying

Do you own a pet?

- Yes No

Have you ever shopped at [insert pet store name here]?

- Yes No

Click for more ideas



Pets Retail

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others?
- What are your most popular services or products and what are your biggest upsell opportunities?
- What is the value of a new pet owner to your business?

Customer

- Describe your ideal customer or pet owner? Who is your target audience?
- What 3-5 things would you like to know about a potential new pet owner?

Marketing

- What has been the most effective way to reach new pet owners?
- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that all of our pet food is organic?

- Yes No

Did you know that we offer grooming services in our store?

- Yes No

Buying Intent

How much do you typically spend on food, toys, and accessories for your pet(s) each month?

- Less than \$50 \$50-\$100 \$100-\$200 \$200+

Which kind of package would you most likely be interested in?

- Just a bath Basic package
 Intermediate package Deluxe package

Category-Specific

What type of pet do you own?

- Cat Dog Other

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a Pet Prize Pack - food, bedding, treats, toys, etc.

Sponsored Contests

Quiz bundle:

- Pet care trivia
- What breed of puppy is perfect for you?
- What is your spirit animal?

Photo contests:

- Cutest pet photo contest
- Share your shelter pet photo contest

Brackets:

- Top dog/cat/pet bracket

Recurring revenue:

- Cute pet of the month photo contest

National Contests

- \$5,000 National Sweepstakes - Pet food for a year giveaway

PRIZES

- Pet prize pack - food, bedding, treats, toys, etc.
- Training prize pack - crate, potty pads, leash, playpen, etc.
- Pet food for a year
- Gift card to the store

Does your pet suffer from any of these ailments?

- Allergies Urinary Tract Infections Digestion Issues
 Other None of these

Where do you currently have your pet groomed?

- Pet store groomer Local groomer
 I do it myself at home I do not currently have a groomer

Qualifying

Do you own a pet?

- Yes No

Have you ever shopped at [insert pet store name here]?

- Yes No

Click for more ideas



Pets Veterinary Services

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your veterinary services from others in the market?
- What are your most popular services or procedures? Which are the ones you most want potential customers to know about?
- What is the average lifetime value of one of your customers?
- What is the value of a new pet owner to your business?

Customer

- Describe your ideal customer or pet owner? Who is your target audience?
- What 3-5 things would you like to know about a potential new pet owner?

Marketing

- What has been the most effective way to reach new pet owners?
- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we also offer pet boarding in addition to our veterinary services?

Yes No

Did you know that we can run diagnostics for your pet to screen for any abnormalities and catch problems before they arise?

Yes No

Buying Intent

How much do you typically spend on veterinary services per year?

Less than \$250 \$250-\$500 \$500-\$1000 \$1000+

Where do you buy most of your pet supplies?

Pet store Grocery store Big-box retailer
 Convenience store Veterinarian office

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a Pet Prize Pack - food, bedding, treats, toys, etc.

Sponsored Contests

Quiz bundle:

- Pet care trivia
- What breed of puppy is perfect for you?
- Which pet should you adopt?

Photo contests:

- Cutest pet photo contest
- Share your shelter pet photo contest

Brackets:

- Top dog/cat/pet bracket

Recurring Revenue

- Cute pet of the month photo contest

National Contests

- \$1,500 National Sweepstakes - Pet food for a year giveaway

PRIZES

- Membership to boarding business/kennel
- Pet food for a year
- Pet prize pack - food, bedding, treats, toys, etc.
- Training prize pack - crate, potty pads, leash, playpen, etc.

Category-Specific

What type of pet do you own?

Cat Dog Fish Hamster/Guinea pig
 Bird Other

Does your pet suffer from any of these ailments?

Allergies Urinary tract infections Digestion issues
 Other None of these

Where does your animal stay when you're away for extended periods of time?

Friend/Family's house My house Kennel Other

Qualifying

Do you own a pet?

Yes No

[Click for more ideas](#)



Real Estate

- | Apartment/Rental
- | Mortgage Companies
- | Moving Services
- | Residential Real Estate



Real Estate Apartment/Rental

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your rental property from others in the market?
- What are your most popular amenities/upgrades? Which are the most profitable?
- What is the value of a new renter to your property?

Customer

- Describe your ideal renter. Who is your target audience?
- What are 3-5 things you'd like to know about a prospective renter?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with clients and prospects?
- What marketing campaigns are you planning?

Metrics

- How long do renters typically stay with your property?
- How many leads does it take for you to convert to one new renter?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer discounts when signing a 2-year lease?

Yes No

Did you know that we have a fitness center, pool, and a recreation area?

Yes No

Buying Intent

Are you actively looking to sign a lease?

Yes No

If you plan to sign a lease, when do you plan to do so?

- Less than 3 months 3 to 6 months
 6 to 12 months 12+ months

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win rent or mortgage for a year

Sponsored Contests

Photo contests:

- College football fan photo contest

National Contests

- \$15,000 National Sweepstakes - Rent or mortgage for a year

PRIZES

- Rent or mortgage for a year
- Moving services for your move
- Gift card to furniture store
- Gift card to home improvement retailer
- College apartment prize pack (couch, grocery gift card, etc.)



What is your budget for monthly rent?

- Less than \$500 \$500 - \$750 \$750 - \$1,000
 \$1,000 - \$1,500 \$1,500+

Which of the following is most important when considering signing a lease?

- Price Location Amenities Social atmosphere

Category-Specific

Do you currently rent or own your home?

- Rent Own Not applicable

Qualifying

May we contact you to discuss our apartment options and amenities?

- Yes No



Click for more ideas



Real Estate Mortgage Companies

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your mortgage company from others in the market?
- How do you find new clients? And how long do you typically work with a client?
- What is the value of a new renter to your property?

Customer

- Describe your ideal renter. Who is your target audience?
- What are 3-5 things you'd like to know about a prospective renter?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with clients and prospects?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to convert to one new client?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer other types of loans, such as FHA loans and rural development loans?

- Yes No

Buying Intent

Are you actively looking to purchase or refinance a home?

- Yes No

If you plan to purchase or sell a home, when do you plan to buy or sell it?

- Less than 3 months 3 to 6 months
 6 to 12 months 12+ months

What is your budget to buy a home?

- \$100K to \$200K \$200K to \$300K
 \$300K to \$400K \$500K+

Category-Specific

Are you a first time home buyer?

- Yes No

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win rent or mortgage for a year

Sponsored Contests

Quiz bundle:

- Should you sell or renovate your home?
- Are you ready to sell your home? how well
- Do you know financial terms?

Recurring Revenue

- Hometown heroes ballot
- Teacher of the month ballot

National Contests

- \$15,000 National Sweepstakes - Rent or mortgage for a year
- Pro Football Pick'Em season long title sponsor
- College hoops title sponsor

PRIZES

- Rent or mortgage for a year
- \$1,000 towards your home down payment
- Gift card to furniture store
- Gift card to home improvement retailer

Do you currently rent or own your home?

- Rent Own Not applicable

What is your household income?

- Less than \$50K \$50K to \$100K
 \$100K to \$200K \$200K+

Have you been qualified for a loan?

- Yes No

Qualifying

If you are planning to buy or refinance a home, do you currently have a mortgage broker?

- Yes No

Can we contact you to help you with your home buying/refinancing?

- Yes No

Click for more ideas



Real Estate Moving Services

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your moving company from others in the market?
- How do you find new clients? And how long do you typically work with a client?
- What is the value of a new renter to your property?

Customer

- Describe your ideal renter. Who is your target audience?
- What are 3-5 things you'd like to know about a prospective renter?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with clients and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does a typical customer spend?
- How many leads does it take for you to convert to one new customer?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer both full service and self-service packages?

- Yes No

Buying Intent

Are you actively looking to move?

- Yes No

If you are planning to move, when do you plan to do so?

- Less than 3 months 3 to 6 months
 6 to 12 months 12+ months N/A

What is your budget for moving costs?

- Less than \$1,000 \$1,000 - \$2,000
 \$2,000 - \$3,000 \$3,000 - \$4,000 \$5,000+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win moving services for your move

Sponsored Contests

Quiz bundle:

- Are you ready to sell your home?
- What style of home is right for you?
- Test your home buying IQ

Photo Contest:

- Sports fan photo contest

National Contests

- \$15,000 - Rent or mortgage for a year
- \$5,000 - Moving services for your move

PRIZES

- Moving services for your move
- Rent or mortgage for a year
- Gift card to furniture store
- Gift card to home improvement retailer

Category-Specific

How many rooms do you currently have in your home?

- 1 2 3 4 5+

Are you planning on moving locally, or moving somewhere further away?

- Locally Out of state Regionally
 Across the country

Qualifying

May we contact you to discuss our packages and how we can help in your upcoming move?

- Yes No



Click for more ideas



Real Estate Residential

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6 to 12 months?
- What differentiates your real estate company from others in the market?
- Do you have a specific geographic region that you are focused on or do you want to reach a broader audience?
- What is the value of a new home buyer to your business?

Customer

- Describe your ideal home buyer. Who is your target audience?
- What are 3-5 things you'd like to know about a prospective home buyer?

Marketing

- What past marketing campaigns have worked for you and why? And which haven't?
- How are you using email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How many leads does it take for you to convert to one sale?
- How would you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer virtual tours of select homes on our website?

Yes No

Did you know that we have a new app to help make your buying or selling experience even easier?

Yes No

Buying Intent

Are you actively looking to purchase or sell a home?

Yes No

If you plan to purchase or sell a home, when do you plan to buy or sell it?

Less than 3 months 3 to 6 months

6 to 12 months 12+ months

What is your budget to buy a home?

\$100K to \$200K \$200K to \$300K

\$300K to \$400K \$500K+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win moving services for your move

Sponsored Contests

Quiz bundle:

- Are you ready to sell your home?
- What style of home is right for you?
- Test your home buying IQ

Photo Contest:

- Sports fan photo contest

National Contests

- \$15,000 - Rent or mortgage for a year
- \$5,000 - Moving services for your move

PRIZES

- Rent or mortgage for a year
- \$1,000 towards your home down payment
- Gift card to furniture store
- Gift card to home improvement retailer

Category-Specific

Are you a first time home buyer?

Yes No

Do you currently rent or own your home?

Rent Own Not applicable

What is your household income?

Less than \$50K \$50K to \$100K

\$100K to \$200K \$200K+

Have you been qualified for a loan?

Yes No

Qualifying

If you are planning to buy or sell a home, do you currently have a real estate agent?

Yes No

Can we contact you to help you with your home search?

Yes No

Click for more ideas



Recreation

- | Golf
- | Gyms & Fitness
- | Hunting & Fishing
- | Outdoor Adventure



Recreation Golf

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your course from others in the area?
- What are your most popular golf packages and what are your biggest upsell opportunities?
- What is the value of a new golfer?

Customer

- How do you define a qualified lead or the ideal golfer? Who is your target audience?
- What 3-5 things would you like to know about a new golfer?

Marketing

- What has been the most effective way to get new golfers to your course or business?
- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with current golfers and potential new golfers?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per golfer per visit?
- How many leads does it take for you to make a sale or convert a new golfer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer golf and hotel packages?

- Yes No

Buying Intent

How much do you spend in a typical month on golfing and equipment?

- Less than \$100 \$100-\$250 \$250-\$500 \$500+

How often do you golf per month?

- Never 1-3 times 3-5 times 5-8 times 10+ times

Category-Specific

How far are you willing to drive to golf?

- Less than 1 hour 2-3 hours 4-5 hours 5+ hours

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win free golf for a year

Sponsored Contests

Quiz bundle:

- Rules of the game - golf edition
- What's your golf game like?

Photo contest:

- Biggest golf fan photo contest

National Contests

- \$5,000 - One year all-inclusive golf membership

PRIZES

- Free golf for a year
- Round of golf for two plus cart and food vouchers
- Golf prize pack with clubs, clothes, gear, etc.
- Golf pro lessons
- Golf travel package with round of golf, transportation and hotel stay

How many people do you typically golf with?

- None 1-2 people 2-4 people 4+ people

Besides golf, what other activity are you most likely to participate in?

- Golf lessons Meals Pro shop Have drinks
 All of the above

Qualifying

Have you ever golfed at [course name]?

- Yes No

May we contact you to discuss our golf memberships and services?

- Yes No

Are you interested in becoming a member of [course name]?

- Yes No

[Click for more ideas](#)



Recreation Gyms & Fitness

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your gym from others in the area?
- What are your most popular membership/service/product? Which is the most profitable?
- What is the value of a new membership to your gym or program?

Customer

- How do you define a qualified lead or the ideal member? Who is your target audience?
- What 3-5 things would you like to know about a new member?

Marketing

- What has been the most effective way to generate new gym memberships?
- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with current members and potential new members?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per member per year?
- How many leads does it take for you to convert one new member?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer a free one week trial membership?

- Yes No

Did you know we offer personal training sessions?

- Yes No

Buying Intent

What is your monthly budget for gym memberships?

- None Less than \$25 \$50-\$100 \$100+

Are you looking to join a gym or fitness program?

- Yes No

Category-Specific

How often do you work out?

- Not at all Weekly 1-2 days/week
 3-4 days/week 5+ days/week

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a 1-year deluxe gym membership

Sponsored Contests

Quiz bundle:

- Which workout class is right for you?
- How many calories does it burn?

Photo contest:

- Healthy selfie photo contest

Brackets:

- Top workouts
- Top ways to reduce stress

National Contests

- \$5,000 - Home gym

PRIZES

- Membership for gym or program
- Gym package that includes membership, gear, personal trainer, etc
- Consultation and exercise program from personal trainer
- Gift card to health store
- Fitness equipment (treadmill, bike, etc)
- Fitness tracker/band

How do you prefer to work out?

- Gym Group classes Home Outside Not at all

If you belong to a gym, which one you belong to?

- Gym 1 Gym 2 Gym 3 Gym 4 Other

What type of exercise are you most interested in?

- Cardio Weight training Flexibility & core
 Cross training Group classes

Qualifying

Do you belong to a gym today?

- Yes No

Have you ever visited [gym name]?

- Yes No

May we contact you to discuss gym services/memberships?

- Yes No

Click for more ideas



Recreation Hunting & Fishing

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- What are your most popular services/products and what are your biggest upsell opportunities?
- What is the value of a new customer?

Customer

- How do you define a qualified lead or the ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a new customer?

Marketing

- What has been the most effective way to generate new customers to your business?
- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with current members and potential new members?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer per visit?
- How many leads does it take for you to convert one new customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer personal and group lessons?

- Yes No

Buying Intent

What is your monthly budget for hunting/fishing equipment?

- None \$50-\$100 \$100-\$250 \$250-\$500 \$500+

Are you looking to buy new hunting/fishing equipment?

- Yes No

Category-Specific

How often do you hunt or fish?

- Not at all Weekly Monthly 1-2 times/week
 3-4 times/year

How far as you willing to drive to hunt or fish?

- 30 minutes 1 hour 2-4 hours 5+ hours
 I don't hunt or fish

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a hunting/fishing prize pack

Sponsored Contests

Photo contest:

- Fishing photo contest
- Hunting photo contest

Brackets:

- Best places to hunt/fish

National Contests

- \$5,000 - Win a season's worth of hunting/fishing equipment

PRIZES

- \$500-\$1000 gift card to hunting/fishing store
- Fishing prize pack (rods, reels, tackle box etc.)
- Hunting prize pack (apparel, tactical gear, technology)



What type of equipment/gear are you most interested in for hunting?

- Apparel/clothing Rifle or bow Ammo Knives/
hunting tools Rangefinder/other technology Other

What type of equipment/gear are you most interested in for fishing?

- Hooks, line & tackle Fishing rods Fishing reel
 Bait Tackle bag Other

Qualifying

Have you ever visited [hunting/fishing business]?

- Yes No

May we contact you to discuss our products and services?

- Yes No

Click for more ideas



Recreation Outdoor Adventure

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- What are your most popular membership/service/product? Which is the most profitable?
- What is the value of a new customer or member to your business or program?

Customer

- How do you define a qualified lead or the ideal member? Who is your target audience?
- What 3-5 things would you like to know about a new member?

Marketing

- What has been the most effective way to generate new gym memberships?
- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with current members and potential new members?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer per year?
- How many leads does it take for you to convert one new customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer a free one week trial membership?

- Yes No

Did you know we offer gear rentals at our facility?

- Yes No

Buying Intent

What is your monthly budget for outdoor adventure?

- None \$50-\$100 \$100-\$250 \$250-\$500 \$500+

Are you looking to try new programs and activities at our facility?

- Yes No

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win an outdoor adventure for 1 year

Sponsored Contests

Quiz bundle:

- Can we guess what kind of camper you are?
- How much do you know about the environment?
- National park trivia?

Photo contest:

- Show us your hike photo contest
- Fishing photo contest

National Contests

- Win a \$5,000 outdoor gear prize pack

PRIZES

- 1 year of free outdoor adventure (1 free visit per month for 1 year at the business)
- Membership for our program
- Gift card to outdoor gear store
- Outdoor prize pack (hammock, tent, etc).



Category-Specific

What type of outdoor activities are you most interested in?

- Hiking Biking Mountain sports
 Kayaking/water sports Camping Other

Qualifying

Have you ever visited [facility name]?

- Yes No

May we contact you to discuss our services/memberships?

- Yes No

Click for more ideas



Retail

- | Clothing
- | Furniture
- | Jewelry
- | Specialty Stores



Retail Clothing

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your clothing store from others?
- What is your top selling product or brand?
- What is the value of a new customer to your business?

Customer

- Who is your ideal customer?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning? What will your main messaging be?

Metrics

- What is the average amount spent per customer per visit?
- What percent of customers become repeat customers?
- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we provide a payment program for large purchases?

- Yes No

Did you know we offer personal styling sessions at our store?

- Yes No

Buying Intent

Who are you most often buying clothes for?

- Myself Children Spouse Friends

How much do you typically spend on clothes?

- Less than \$25 \$25-\$50 \$50-\$100
 \$100-\$200 \$200+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a shopping spree to our store

Sponsored Contests

Quiz bundle:

- How much do you know about decade style?

Photo contests:

- Best dressed photo contest
- Top outfit/designer/etc

Brackets:

- Top Outfit/Designer/etc.

National Contests

- \$5,000 shopping spree

PRIZES

- Shopping spree or gift card
- Makeover/styling session with personal stylist
- Accessories prize pack
- Outfit for an occasion (dance, party etc)

Category-Specific

What type of clothing do you buy most frequently?

- Shirts Pants/Shorts Dresses Outerwear
 Underwear Athletic wear

Where do you prefer to shop for clothing?

- In store Online

Which store have you frequented most in the last 6 months?

- Store 1 Store 2 Store 3 Store 4 None of these

Qualifying

Have you ever bought clothes from our store before?

- Yes No

Would you be interested in attending a special event where new styles and products are showcased?

- Yes No

Click for more ideas



Retail Furniture

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your furniture store from others?
- What is your top selling product or brand?
- What is the value of a new customer to your business?

Customer

- What does your ideal furniture buyer look like?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer per visit?
- What percent of customers become repeat customers?
- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know we offer a 0% interest financing program for 12 months?

- Yes No

Buying Intent

When do you plan to make your next furniture purchase?

- Less than 3 months 3-6 months 6-12 months
 More than a year

Are you interested in our financing program for your next purchase?

- Yes No

What is the budget for your next furniture purchase?

- Less than \$1000 \$1000-\$3000
 \$3000-\$5000 \$5000+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a living room set

Sponsored Contests

Quiz bundle:

- What's your home decor personality?
- What type of furniture are you?
- What type of chair are you?

Photo contests:

- Rescue my furniture makeover
- Makeover my living room

National Contests

- \$5,000 - Win new furniture for your home

PRIZES

- Living room set giveaway
- Mancave giveaway (TV, sofa, mini fridge, etc)
- Back to school teen bedroom giveaway
- Outdoor furniture giveaway
- Dream design room makeover
- Single furniture pieces or a set

Category-Specific

What room in the house are you planning to buy furniture for?

- Living room Dining room Kitchen
 Bedroom Outdoor

Are you interested in child or teen furniture?

- Yes No

How old is your current mattress?

- Less than 3 years 4-6 years 7-10 years 10+

Qualifying

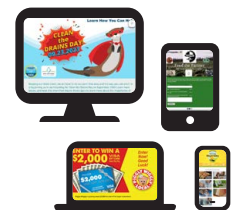
Have you ever purchased furniture from [store name here]?

- Yes No

May we contact you to schedule a personalized consultation at our store?

- Yes No

Click for more ideas



Retail Jewelry

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your jewelry store from others?
- What is your top selling product or brand? Which are most profitable?
- What is the value of a new customer to your business?

Customer

- What does your ideal jewelry shopper look like?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer per visit?
- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we buy used and unwanted jewelry?

- Yes No

Did you know that we offer special packages for brides and grooms?

- Yes No

Buying Intent

When do you plan to make your next jewelry purchase?

- Less than 3 months 3-6 months 6-12 months
 More than a year

Are you interested in our financing program for your next purchase?

- Yes No

Are you in the market for a wedding ring?

- Yes No

What is the budget for your next jewelry purchase?

- Less than \$1000 \$1000-\$3000
 \$3000-\$5000 \$5000+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Mother's Day Jewelry
- Win an engagement/wedding ring

Sponsored Contests

Quiz bundle:

- What kind of bride are you?
- What piece of jewelry are you?
- What is your jewelry style?

Photo contests:

- Cutest couple photo contest
- Engagement photo contest
- Mother's Day photo contest

National Contests

- \$5,000 dream wedding ring

PRIZES

- Jewelry giveaway
- Jewelry set from a specific brand
- Jewelry accessories gift package
- Wedding ring set (groom and bride rings)
- \$1000 store gift card

Category-Specific

Do you have jewelry that you are interested in trading in?

- Yes No

Who are you most likely to purchase jewelry for?

- Significant Other Parent Friend Other

What type of jewelry are you most likely to purchase?

- Ring Bracelet Necklace Earrings Watch

Qualifying

Would you be interested in attending a private showing of our top products?

- Yes No

Have you ever purchased jewelry from [jeweler here]?

- Yes No

Click for more ideas



Retail Specialty Stores

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your store from others in the area?
- What are your top selling products or brands? Which are most profitable?
- What is the value of a new customer to your business?

Customer

- What does your ideal customer look like?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer per visit?
- What percent of customers become repeat customers?
- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we provide a payment program for large purchases?

- Yes No

Buying Intent

How often do you go shopping for [insert product here]?

- Every week Every month Every couple of months
 Not very often

Who are you most likely to purchase jewelry for?

- Myself Children Spouse Friend

How much do you typically spend while shopping for [insert product here]?

- Less than \$25 \$25-\$50 \$50-\$100
 \$100-\$200 \$200+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a gift card or shopping spree

Sponsored Contests

Quiz bundle:

- What's your shopping style?
- Test your shopping IQ
- Are you a shopaholic?

Photo contests:

- Mother's Day photo contest

Ballots:

- Shop local ballot title sponsor

Recurring Revenue

- Birthday club sponsor

National Contests

- Win a \$5,000 shopping spree

PRIZES

- Gift card or shopping spree
- Prize pack of store's specialty items
- Prize pack of products from top selling brand
- Mother's Day or wedding day prize pack

Category-Specific

Where do you prefer to shop for [insert product here]?

- Store 1 Store 2 Store 3 Store 4 Other

Which store have you frequented the most in the past 6 months?

- Store 1 Store 2 Store 3 Store 4 Other

Qualifying

Have you ever shopped at our store before?

- Yes No

Would you be interested in attending a special event where products are showcased?

- Yes No

Click for more ideas



Retail Spas & Salons

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your spa/salon from others in the area?
- What are your most popular products/services? Which are the most profitable?
- What is the value of a new customer to your business?

Customer

- What does your ideal customer look like?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer per visit?
- How frequently do customers visit your spa/salon each month?
- How many leads does it take for you to make a sale or convert a customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we provide [service here]?

- Yes No

Buying Intent

How much do you typically spend on spa service?

- Less than \$50 \$50-\$100 \$100-\$200 \$200+

How often do you have [service here]?

- 1-2 times/month 3-4 times/month 4-5 times/month
 More than 5 times/month

Category-Specific

What is most important to you when deciding on a spa/salon service provider?

- Location Reviews Referrals Price Discount

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win manicures & pedicures for a year

Sponsored Contests

Quiz bundle:

- Which spa treatment is right for you?
- Let us guess your stress level
- What's your spa personality?

Photo contests:

- Mommy & me photo contest

Brackets:

- Best ways to reduce stress bracket

Recurring Revenue

- Birthday club sponsor

National Contests

- Win a \$1500 spa getaway & prize pack

PRIZES

- VIP experience (nails, massage, blowout, etc)
- Mother's Day spa day giveaway
- Wedding day package for bride and bridesmaids
- Complete makeover giveaway
- Gift card to spa/salon
- Spa prize pack (products from top selling brand)

Where do you go to look for discounts and coupons for spa services?

- Online Email Social media Newspaper
 Coupon book

Which type of service is of most interest to you?

- Mani/Pedi Haircut & color Tanning Massage
 Facials Waxing Other

Qualifying

Have you ever been to [spa/salon name here]?

- Yes No

May we contact you to set up your next appointment?

- Yes No

Click for more ideas



Travel

- | Hotels & Lodging
- | Local Attractions
- | Travel Agents



Travel Hotels & Lodging

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- What are your most popular services or products? What are your biggest upsell opportunities?
- What is the value of a new customer to your business?

Customer

- Who is your ideal customer? Who is your target audience?
- What 3-5 things would you like to know about a potential new customer?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- What has been the most effective way to generate repeat business? How are you communicating with past customers?
- How do you use email to communicate with new customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does the average customer spend per visit?
- While at your hotel, where do guests spend the most?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we have great facilities for family gatherings and events?

- Yes No

Buying Intent

What is your typical budget for a getaway or trip?

- Less than \$500 \$500-\$1000 \$1000-\$2000
 \$2000+

How many nights do you typically stay on a vacation?

- 1-3 3-4 4-7 7+ days

When do you plan to take your next overnight trip/vacation?

- Less than 3 months 3-6 months
 6-12 months 12+ months

Category-Specific

How far are you willing to drive for a weekend getaway?

- Less than 1 hour 2-3 hours 4-5 hours 5+ hours

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win an all-inclusive hotel stay

Sponsored Contests

Quiz bundle:

- Name the famous destination
- What should you do on your staycation?
- What's your vacation fashion style?

Photo contests:

- Family Travel photo contest
- Summer Travel photo contest

Brackets:

- Top cities for a weekend getaway title sponsor

Ballots:

- Best of regional travel ballot

National Sweepstakes

- \$5,000 - Staycation giveaway
- \$5,000 - Win a vacation with airfare

PRIZES

- Romantic hotel getaway for two
- Family hotel stay for four
- Sports package with tie-in to local sports team – tickets and one-night stay after the game
- Basic two-night stay giveaway

Do you most often travel for business or leisure?

- Business Leisure

Besides your room, what facilities are most important?

- Pool Workout facilities Kids entertainment
 Dining & bars Business center

Qualifying

If you're planning an event, may we contact you about our event packages?

- Yes No

Have you ever been a guest at the ABC Hotel?

- Yes No

Click for more ideas



Travel Local Attractions

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your business from others in the area?
- What are your most popular packages and upsell opportunities?
- What is the value of a new season pass holder? What about a single pass holder?

Customer

- Who is your ideal guest? Who is your target audience?
- What 3-5 things would you like to know about a potential new guest?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- What has been the most effective way to get new guests?
- What has been the most effective way to generate repeat business? How are you communicating with past customers?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- How much does the average guest spend per visit?
- How frequently do guests visit each month/year?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we host birthday parties?

- Yes No

Did you know that we offer season passes?

- Yes No

Buying Intent

Do you plan to visit [attraction name here] this year?

- Yes No

If so, how often do you plan to visit?

- Not at all 1-3 times/year 4-6 times/year
 7+ times/year

How much do you typically spend when visiting [attraction name here]?

- Less than \$100 \$100-\$200 \$200-\$300
 \$300-\$500 \$500+

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win an All-Inclusive Hotel Stay

Sponsored Contests

Quiz bundle:

- What season are you?
- What should you do on your staycation?
- What's your vacation personality?

Photo contests:

- Regional attraction photo contest
- Road trip photo contest

Brackets:

- Top Activities at [insert attraction name here]

Ballots:

- Best of regional travel ballot

Recurring Revenue

- Birthday club sponsor

National Sweepstakes

- \$5,000 - Staycation giveaway

PRIZES

- Romantic hotel getaway for two
- Family hotel stay for four
- Sports package with tie-in to local sports team – tickets and one-night stay after the game
- Basic two-night stay giveaway

Category-Specific

How many people are in your household?

- 1 2 3 4 or more

What information would you be most interested in receiving from [insert attraction name here]?

- Birthday party Upcoming events Discounts
 Large group specials

Qualifying

Have you ever been to [attraction name here]?

- Yes No

May we contact you about our season pass options?

- Yes No

Click for more ideas



Travel Travel Agents

CUSTOMER NEEDS ANALYSIS

Company

- What are your main goals for the next 6-12 months?
- What differentiates your travel services from others in the area?
- What are your most popular service? Which is the most profitable?
- What is the value of a new travel customer?

Customer

- Who is your ideal guest? Who is your target audience?
- What 3-5 things would you like to know about a potential new guest?

Marketing

- What marketing campaigns have worked for you in the past? Which haven't? Why?
- What has been the most effective way to generate repeat business? How are you communicating with past customers?
- How do you use email to communicate with customers and prospects?
- What marketing campaigns are you planning?

Metrics

- What is the average amount spent per customer?
- How many leads does it take to convert one customer?
- How do you define success for a marketing campaign?

LEAD-GENERATION QUESTIONS

Informational

Did you know that we offer special financing options?

- Yes No

Buying Intent

Are you actively planning a trip?

- Yes No

When do you plan to take your next trip?

- Less than 3 months 3-6 months
 6-12 months 12+ months

What is the budget for your next trip?

- Less than \$1000 \$1000-\$3000
 \$3000-\$5000 \$5000+

Category-Specific

Where are you most likely to travel?

- Locally Regionally Nationally Internationally

PROMOTIONS

Custom Lead-Generation Campaign

Sweepstakes:

- Win a VIP vacation package

Sponsored Contests

Quiz bundle:

- Name the famous destination
- Which foreign city are you?
- What's your vacation fashion style?

Photo contests:

- Family Travel photo contest
- Summer Travel photo contest

Brackets:

- Best cities for a weekend getaway title sponsor

Recurring Revenue

- Trip of the month sweepstakes

National Sweepstakes

- \$5,000 Staycation giveaway
- \$5,000 Win a vacation with airfare

PRIZES

- Travel voucher (hotel and airfare)
- VIP travel package (hotel, airfare and dining)
- Staycation getaway at regional resort
- Holiday family giveaway

When you travel, who are you most likely to travel with?

- By myself Significant other Family/friends

When you travel, do you typically use a travel service?

- Yes No

Qualifying

How interested are you in using a travel agent for your next trip?

- Not interested Somewhat interested Very interested

May we contact you about our travel services?

- Yes No

Click for more ideas



Second Street

Join the 3,000+ media sites using Second Street to drive results for their advertisers.

- | **Access thousands of turnkey promotions.**
- | **Learn from our dedicated team of media strategists.**
- | **10x your promotions revenue.**

Learn more about Second Street

Unlock more contest revenue and engagement ideas.

Subscribe to the Upland Second Street Audience Engagement Newsletter.



Get started



uplandsoftware.com/secondstreet

