

the small b project submission form



— the —
small b project
MARKETING

This form gives us an idea of where you're at.

This form will be kept confidential and only shown to the small b project's team of experts as we assess how we can assist you. By submitting this form to us, you agree to share the below details and give complete transparency to ensure the best outcome.

It may get uncomfortable, but we're in this together ... go get it:

Business Name	
Your Name and Role	
What does your business do?	
Employee count / team size?	
Year Established	
Annual Turnover If you don't want to state exact figures, just give us an idea. YTD = year to date.	YTD 2020: 2019: 2018:
Audience	Who is your customer? Be SUPER detailed here. What is their story, age, motivation, buying process, etc.
Feedback	How often do you ask your customers for feedback? This can be formally (through a survey) or informally.

<p>Social Media channels</p>	<p>Include each social / digital media channel you own & state your understanding of this channel. For example, <i>Instagram - Love it, most used channel we have for our audience.</i></p> <table border="1" data-bbox="561 331 1416 646"> <thead> <tr> <th data-bbox="561 331 987 390">Social Media Channel</th> <th data-bbox="987 331 1416 390">Understanding / Relationship</th> </tr> </thead> <tbody> <tr> <td data-bbox="561 390 987 453"></td> <td data-bbox="987 390 1416 453"></td> </tr> <tr> <td data-bbox="561 453 987 516"></td> <td data-bbox="987 453 1416 516"></td> </tr> <tr> <td data-bbox="561 516 987 579"></td> <td data-bbox="987 516 1416 579"></td> </tr> <tr> <td data-bbox="561 579 987 646"></td> <td data-bbox="987 579 1416 646"></td> </tr> </tbody> </table>	Social Media Channel	Understanding / Relationship										
Social Media Channel	Understanding / Relationship												
<p>Website</p>													
<p>Website Use</p>	<table border="1" data-bbox="561 810 1416 1535"> <tbody> <tr> <td data-bbox="561 810 987 898">Do you update your website regularly?</td> <td data-bbox="987 810 1416 898"></td> </tr> <tr> <td data-bbox="561 898 987 1083">How was your website created? (i.e., website building tool like Squarespace or Shopify, created from scratch by an software engineer)</td> <td data-bbox="987 898 1416 1083"></td> </tr> <tr> <td data-bbox="561 1083 987 1171">Do you check your website analytics? If so, how often?</td> <td data-bbox="987 1083 1416 1171"></td> </tr> <tr> <td data-bbox="561 1171 987 1293">What is your understanding of your analytics? What metrics do you look at most often?</td> <td data-bbox="987 1171 1416 1293"></td> </tr> <tr> <td data-bbox="561 1293 987 1415">Do you have a blog? If so, how often do you update it? How is it hosted?</td> <td data-bbox="987 1293 1416 1415"></td> </tr> <tr> <td data-bbox="561 1415 987 1535">Do you have an email list of your customers? If so, where is it stored?</td> <td data-bbox="987 1415 1416 1535"></td> </tr> </tbody> </table>	Do you update your website regularly?		How was your website created? (i.e., website building tool like Squarespace or Shopify, created from scratch by an software engineer)		Do you check your website analytics? If so, how often?		What is your understanding of your analytics? What metrics do you look at most often?		Do you have a blog? If so, how often do you update it? How is it hosted?		Do you have an email list of your customers? If so, where is it stored?	
Do you update your website regularly?													
How was your website created? (i.e., website building tool like Squarespace or Shopify, created from scratch by an software engineer)													
Do you check your website analytics? If so, how often?													
What is your understanding of your analytics? What metrics do you look at most often?													
Do you have a blog? If so, how often do you update it? How is it hosted?													
Do you have an email list of your customers? If so, where is it stored?													
<p>Marketing</p>	<p>How often do you market your business?</p>												

<p>Marketing cont.</p>	<p>How often do you create marketing campaigns? This could be seasonally or just when you have a new product / service to market.</p> <p>Would you like to understand more about marketing your business or feel you've got sorted?</p> <p>Do you have a marketing plan? If not, would you like assistance creating one?</p> <p>Do you have an email marketing program? If so, what platform do you use? (i.e., MailChimp)</p>
<p>Advertising</p>	<p>When do you advertise? This could be when you're marketing or have a recurring advert via an advertising channel (a publication, directory or social media)</p> <p>How often do you pay to advertise?</p> <p>Do you have an advertising budget?</p> <p>Which advertising channels have you used?</p>
<p><i>Example</i></p>	<p>Tell us of a marketing campaign you've done that worked or didn't work:</p>

Data	<p>Leaning into data is crucial. Tell us:</p> <table border="1" data-bbox="560 275 1417 720"> <thead> <tr> <th data-bbox="560 275 846 338">Data Source</th> <th data-bbox="846 275 1130 338">2019</th> <th data-bbox="1130 275 1417 338">2020</th> </tr> </thead> <tbody> <tr> <td data-bbox="560 338 846 401">Website visitation</td> <td data-bbox="846 338 1130 401"></td> <td data-bbox="1130 338 1417 401"></td> </tr> <tr> <td data-bbox="560 401 846 464">FB growth</td> <td data-bbox="846 401 1130 464"></td> <td data-bbox="1130 401 1417 464"></td> </tr> <tr> <td data-bbox="560 464 846 527">Instagram growth</td> <td data-bbox="846 464 1130 527"></td> <td data-bbox="1130 464 1417 527"></td> </tr> <tr> <td data-bbox="560 527 846 590">Sales</td> <td data-bbox="846 527 1130 590"></td> <td data-bbox="1130 527 1417 590"></td> </tr> <tr> <td data-bbox="560 590 846 653">Enquiries</td> <td data-bbox="846 590 1130 653"></td> <td data-bbox="1130 590 1417 653"></td> </tr> <tr> <td data-bbox="560 653 846 720">Employees</td> <td data-bbox="846 653 1130 720"></td> <td data-bbox="1130 653 1417 720"></td> </tr> </tbody> </table>	Data Source	2019	2020	Website visitation			FB growth			Instagram growth			Sales			Enquiries			Employees		
Data Source	2019	2020																				
Website visitation																						
FB growth																						
Instagram growth																						
Sales																						
Enquiries																						
Employees																						
2020	<p>Eek, should we even mention it? YES! Let's be completely vulnerable. How did 2020 affect you, your business, your business' goals, your family, your income, etc. The more we know, the more we can assist. Include figures in here if you can. (Keep your content in this box!)</p>																					
HELP	<p>How can we help? Or how would you like us to help?</p>																					

We hope this exercise was helpful in evaluating 2020 and seeing what position you're in now. Send it through to thesmallbproject@gmail.com and we'll assess, find the right experts and meet you via a zoom call within the week. Until then, if you have some marketing questions, write them down and we can chat about them!