



Stakeholder Survey

Please fill this out as completely as possible. Thank you!

Name:

Company:

What are the goals for your Internet marketing campaign?

- I want people to join my e-mail list.
- I want people to write about my business or organization on their websites.
- I want people to donate money to my site, cause, or campaign.
- I want increased overall web traffic.
- I want more websites linking to my site.
- I want people to sign a petition, take a survey, or do another activity on my website.
- I want to use the Internet for overall branding purposes
- Other: _____

If you have a specific goal in mind, please write here (example: I want 1000 subscribers on my e-mail list.): _____

Do you have access to your website analytics/statistics?

- Yes.
- Not sure, but I will ask my webmaster and/or hosting company.
- No.

I have the following materials already:

- An email list and/or newsletter
- Web statistics/analytics
- Results from past Web campaigns (Example: Click through information on a previously run banner ad)
- Facebook and/or MySpace page
- Twitter account
- Press releases, reports, and/or other written content
- Photos and/or other image content
- Video content
- Audio content or podcast
- RSS statistics/subscriber information

- A blog
- Traditional media coverage (with permission to reuse it)
- Other:

I work with the following businesses, associations, websites, etc: _____

Would you be interested in a paid web advertising campaign, such as pay per click on Google search results?

- No
- Yes
- It would depend on the cost.

Are you interested in optimizing your content for Web searches?

- No
- Yes
- It would depend on the .

How do you see your roles and Breaking Even Communications' roles in your Internet marketing plan?

- I once you consult/troubleshoot with BEC with some specific questions that I have.
- I want BEC to help me set up my internet marketing plan and then I want to maintain it.
- I want BEC to set up and implement the marketing plan initially, then we can reevaluate strategy.
- I wanted BEC to generate content for my website(s) , though I am not sure what that content should be exactly.
- I want BEC to generate very specific content for my website(s).

If you see yourself taking an active role in your web marketing strategy, how much time per week are you willing to invest? _____

What is your current/desired internet marketing budget? _____

Is there anything that Breaking Even Communications should know or understand about your project before working with you? _____
