



Marketing Questionnaire

Please complete these questions the best you can. Its ok to use your gut when guessing or estimating. The more info the better. Try to get all that info you have in your head down on paper for me. Don't worry about grammar or punctuation!

Share your story, when you opened, new build vs. purchased, why you started, why a CBW franchise, what does the business means to you?

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(248) 556-6746
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<https://beverlycornell.com/camp-bow-wow-marketing-services/>



Share information about your dog(s), breed, age, sex, name, how you got them and why you love being a dog parent.

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**Services/Product - Tell me why you think CBW model is best.
Why your staff is the best?**

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Staff and roles - Who works for you and what do they do for the company? What resources do you already have? Tell me why they are awesome and where they need improvement.

You

Partner

Director

Manager

Scout

Creative/Graphic Design

Photography

Social Media

Event coordinator

Community Ambassador

Front Desk Manager/Lead

Operations/Lead

Trainer/Lead

Pet Sitting/Dog Walking/Lead

Which of these would be involved in marketing for Camp? Who should be on a monthly status call?

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What makes your camp unique? Different? Better? Any special equipment (flooring, cabins, cleaners etc) that you offer?

What does your Camp do well with? Top Dog?

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What are your camp's primary targets? Tell me about your city or location and the territory. Who lives there, what your clients are like. Share your territory information (from Damien). Is the area known for a specific type of business-like tech, health care or college?

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Who are some of your competitors? Tell me as much as you can about them. And then rank them as who is your top competitor etc.

1st:

2nd:

3rd:

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Others:



How do customers find you now/percentage of new biz?

- Online in large part (Google Ads).
- Referrals
- VIP/401k9
- Rescues/Community Partnerships
- Social Media
- Events

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What kind of discounts and promotions do you offer? Are a believer of coupons etc? Do you honor VIP and 401K9 programs? Have these been successful?

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What is your number one priority for this business during 2019/2020: Be VERY specific!

Share your 2019 actuals and your 2020 goals for:

General Notes:

Specifics to services:

- Interviews –
- Warm-up Packages –
- Daycare -
 - Half Day
 - Full Day
- Memberships - if you have them
- Training –
- Grooming – (do you offer full service?)
- Boarding –
- Extra Care/Enrichment Services -
- Pet Sitting/Dog Walking -
- Retail -

Rank the above services/items in order of priority of growth. And tell me why you ranked them in that order.

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Are you going to **CAMP** add any new
services or **BOW WOW** enhancements
(equipment upgrades) to your
camp soon?

What do you believe needs to be strengthened in order to support achieving these goals?

Is there anything that may be getting in the way of achieving these desired goals/results?

What is your capacity for each service per day on average.

- Interviews –
- Warm-up Packages –
- Daycare -
 - Half Day
 - Full Day
- Memberships - if you have them
- Training –
- Grooming –
- Boarding –
- Extra Care/Enrichment Services -
- Pet Sitting/Dog Walking -
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How often are you meeting these capacities? What would be a sweet spot for these service capacities?



When will you know you met your goals. What needs to happen to make you happy? Tell me about a time or two when you have been impressed or someone has exceeded your expectations.

What options have you looked at to achieve these goals and what are some of the primary tactics used/want to use for lead

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generation
files/links
response.

today?
etc.



Please
Attach

share
them to

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What was your 2019 budget for all of marketing and advertising?

- Google Ads - Stewdious
- Social Media Ads - Reputation.com
- Text program
- Print Advertising
- Event Advertising (What events have you done and plan to do this year)
- Misc. (share any other items that are part of your marketing budget)

What is your key date to really start rolling out this plan?

How much non-profit work did you all help with - local rescues (who did you work with), Bow Wow Buddies Foundation Etc? Do you foster dogs? And how much do you plan to do in 2019?

Do you have photos/assets we can access for your Camp via Google Drive, Dropbox etc?

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What else do I need to know?

Next Steps

1. You answer all questions above and let us know when complete.
2. We will follow up with questions quote what a 6-12 month detailed marketing plan will cost based on your Camp and goals.
3. If you approve that quote - we will Invoice for Marketing Plan. 50% due immediately and 50% upon complement and review.
4. Detailed Strategy - can take up to two weeks.
5. You review menu of marketing plan and our service options - and decide monthly retainer for ongoing work - 6 month minimum contracts.

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