



MANUFACTURER QUESTIONS

What are the primary means by which you go to the market to get new retailers/customers?

1. Furniture markets (Market space lease)
 - a. Trade advertising
2. Salespeople Do they have quotas?
3. Catalogs
4. Other

What marketing support do you offer to help retailers sell your placements they commit to from market?

1. Television,
2. print,
3. online
4. promotions

What percent of sales is allocated to marketing, advertising, and promotion?

How many SKU's do you have?

What are the primary price points?

Who are your 10 best customers?



Who are your top 3 competitors?

Why you vs. your competitors

1. What makes you different than your competition

What is good, what isn't (What's working, what isn't?)

What technologies do you offer your retailers help retailers sell your placements they commit to from market?

1. What technology solutions do you offer your retailers to help them sell more product?
2. Product standardization files for retailers to use on their website? Do you offer an API feed of this information for "real-time" reporting?
3. Have you invested in AR and the imagery, so you can offer this technology to your retailers? If not, why?

What do you do on social media to promote your Brand to support your retailers? Presence on social media?

1. Facebook –
2. Pinterest,
3. Twitter,
4. YouTube,
5. Google+
6. e-local,
7. YP.com.
8. Etc.

Do you support your retailers with co-op dollars?

Depending on size/relationship

We use X% of sales (5%-10%) etc.



Do you have a company “intranet”?

1. Yes
2. No

If possible, I'd like to see it

If so, can the retailer perform these functions?

1. Access all new introductions?
2. Be notified of discontinued items and when they will be discontinued?
3. Be able to email customers on specials, new intros, etc.
4. Pull product data for retail salespeople
5. Access images
6. Place orders
7. Track orders
8. Promote items – offer specials
9. Get an API feed
10. Access product standardization files
11. More features/benefits not mentioned

How do the salespeople go to the market to acquire new retailers with your products?

1. Cold call
2. Furniture markets
3. Telephone
4. Mail catalogs
5. Other

How do you, the manufacturer, control your brand when it is in a retailer's showroom?



1. We have guidelines they must follow
2. My salespeople are responsible for this
3. We can't and ultimately don't

When you introduce new products, how are retailers and salespeople informed?

1. Furniture markets
2. Catalogs
3. Salespeople calling on individual retailers
4. E-blasts
5. Other

How many retailers do you have?

1. Brick & Mortar
2. Internet only

How many of your retailers have websites?

1. % of retailers

Of these retailers who have websites, are your products shown correctly?

1. Sizes, colors, dimensions, specifications, and romance descriptions.
2. Can you integrate product videos into your product information?

Do you have data feeds to these retailers with websites to keep the product fresh and accurate?

How does your retailer advertise/promote your business? Do you have to pay co-op to get in their ads?

Do you have a consumer brand strategy?



Do you have a dealer locator on your website?

Is your corporate website costly and difficult to maintain?

- What's your current traffic on the site
- Is your business up or down?
- Do you have anyone that manages your website and local internet strategy?
- How often does your inventory turn?

Creative Review

1. What are the exact deliverables?
2. What are your goals and objectives for this campaign?
3. What is the timing of this campaign?
4. Is this an effort at building the brand or generating a specific response?
5. Is this for a specific line, category, or brand?
6. What are other communications going on at the same time?
7. What are the results of your recent campaigns, both ad or direct response?
Online/Digital?
8. What is the competitive landscape like right now and in the near future?
Industry trends?
9. What are your short and long-term goals?
10. What is the makeup of your existing target audience?
11. What is the makeup of the target audience you'd like to have?
12. Can you describe your "best customer"?
13. What is the current mindset of your target audience?
14. What is the desired mindset?
15. What are the audience hurdles we need to overcome?
16. What critical issue should this work answer?
17. What is the key takeaway we want them to have about your company?
18. What are the primary message and the support points for that?



19. What are the secondary messages and support points for that?
20. Who will be placing/purchasing media?
21. What is your budget?

