



Internet Marketing

Getting Started Guide

Hitting the Honey Pot

1. Answer these questions carefully and honestly so that you save yourself time and together we hit the target on the first shot.
2. Email your answers back to us at honeybbuzz@gmail.com



1. Your company name:
2. Your name:
3. Email:
4. Phone:
5. Skype:
6. Best time and way to contact you:
7. Website:
8. Blog:
9. Facebook:
10. Twitter:
11. MySpace:
12. If you have a web presence now, how is it working for you?

13. What would you like it to do differently?



14. What are the top 3 things you need your website to do?

15. Are you getting pre-qualified visitors? Are the people who come to your site looking for what you have to offer, or did they expect something different?

16. Who are your current visitors?

17. Who would you like to have for visitors? (age range, income, business type, location, etc.)

18. What do each of those categories of visitors want to do once they reach your site? (buy your products, hire your services, take a class, get information)



19. What are your services and/or products?

20. What do these do for your customers?

21. How are you different from your competitors?

22. List some of your competitors' websites, and explain what you like about them and/or dislike.

23. What style and message do you want your site to convey? Have you already worked on your branding?

24. What information do you want your visitors to get from your site?



25. What of that information do you already have written?

26. What other (related or not) websites do you like the look of?

27. What have you done so far for your marketing campaigns?

- email
- print mail
- online advertising
- blog
- landing pages
- social marketing
- podcasting
- videos

Have any other concerns or questions? Please tell us about them here:

Remember to email this form back to us at honeybbuzz@gmail.com

We look forward to hearing from you and helping you hit the honey pot
by spreading the buzz about your company!