



## MAGAZINE

### Advertiser Profile Sheet

Business Name \_\_\_\_\_

Description: \_\_\_\_\_

Date: \_\_\_\_\_

### Market Information:

- 1) How many customers do you see in an average day/week? \_\_\_\_\_
- 2) How old is your average customer? \_\_\_\_\_
- 3) What are your busiest days? \_\_\_\_\_
- 4) What are your slowest days? \_\_\_\_\_

### Loyalty Information:

- 1) How many regular customers do you have? \_\_\_\_\_
  - a. Do you have a database? \_\_\_\_\_
- 2) Do you currently have a Frequent Customer or Loyalty Program? \_\_\_\_\_
  - a. Describe: \_\_\_\_\_
  - b. What is your redemption rate from the Program? \_\_\_\_\_

### Advertising Information:

#### 1) How are you currently advertising?

\_\_\_\_\_  
\_\_\_\_\_

#### 2) How much are you spending on each form of advertising each month?

\_\_\_\_\_  
\_\_\_\_\_

#### 3) Have you ever used coupons before? \_\_\_\_\_

a. What were the results? \_\_\_\_\_

#### 4) Are you currently using any marketing tactics?

\_\_\_\_\_

#### 5) Do you feel your current advertising is building your business?

\_\_\_\_\_

#### 6) How are you branding your company? \_\_\_\_\_

#### 7) How are you currently staying in touch with your new and existing clients?

\_\_\_\_\_

#### 8) Do you use Facebook, Twitter, your website to assist in your advertising?

a. How is that working? \_\_\_\_\_

b. How and What are you doing to integrate them into your advertising?  
\_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_