

Marketing Practices Effectiveness Survey

Rating our organization's current practices

		Never	Infrequently	Sometimes	Frequently	Always
	Market Research					
1	Our marketing conducts primary customer research to uncover needs	1	2	3	4	5
2	Our marketing investigates key competitors before developing a competitor management plan	1	2	3	4	5
3	Our marketing analyzes current treatment options to identify leverageable weaknesses for the company's products	1	2	3	4	5
4	Our marketing assesses the market environment to identify opportunities and threats	1	2	3	4	5
	Product Design					
5	Our product features address validated customer needs	1	2	3	4	5
6	Our product helps customers meet their important objectives	1	2	3	4	5
7	Our product has incorporated customer input into new product design	1	2	3	4	5
8	Our product design process includes customer touch points to validate features against customer needs	1	2	3	4	5
	Marketing Planning					
9	Our company develops an annual marketing plan	1	2	3	4	5
10	Our marketing develops a launch plan for all major new products	1	2	3	4	5
11	Our marketing reviews the annual marketing plan and makes course corrections	1	2	3	4	5

		Never	Infrequently	Sometimes	Frequently	Always
	Messaging & Branding					
12	Our marketing uses customer research to identify important messaging components	1	2	3	4	5
13	Our marketing uses customer research to validate messaging with the customer	1	2	3	4	5
14	Our marketing develops a value proposition for key customer segments before developing the message	1	2	3	4	5
15	Our marketing develops positioning for each decision-maker type	1	2	3	4	5
16	Our marketing develops customer personas and tailors appropriate messages for each	1	2	3	4	5
17	Our marketing identifies and promotes our product differentiators	1	2	3	4	5
18	Our marketing develops content to establish our authority leadership	1	2	3	4	5
19	Our marketing explains the clinical utility of our products	1	2	3	4	5
20	Our marketing messages emphasize customer benefits, not product features	1	2	3	4	5
21	Our message resonates with our prospects and stimulates purchases	1	2	3	4	5
22	Our message overcomes important customer objections	1	2	3	4	5
25	Our marketing promotes our ability to address other important customer issues (e.g., ease of use, reliability, service support, etc.)	1	2	3	4	5
26	Our marketing message focuses on the customer not the company	1	2	3	4	5
	Marketing Programs					
28	Our marketing assesses and implements effective awareness campaigns prior to product launch	1	2	3	4	5

		Never	Infrequently	Sometimes	Frequently	Always
27	Our marketing establishes an effective product website distinct from our corporate website	1	2	3	4	5
29	Our marketing develops and implements a clinical publication plan	1	2	3	4	5
30	Our marketing is adept at identifying support programs to drive market adoption	1	2	3	4	5
31	Our marketing is adept at implementing KOL programs	1	2	3	4	5
32	Our marketing effectively uses clinical data and research to support the product	1	2	3	4	5
33	Our marketing effectively uses a breadth of communication avenues (social media, trade shows, brochures, advertising)	1	2	3	4	5
34	Our marketing has social media campaign engagement with our customers (i.e., influencer engagement, blogs, chatrooms, posts, webinars)	1	2	3	4	5
35	Our marketing is effective in establishing centers of excellence that support our products	1	2	3	4	5
36	Our marketing anticipates risks to our product campaigns and develops contingency plans	1	2	3	4	5
37	Our marketing effectively engages with our important clinical societies					
38	Our marketing is effectively maximizes tradeshow exposure by designing events, presentations and posters at meetings					
39	Our marketing implements sound user training materials that support customers					
	Competitive Management					
40	Our marketing develops effective plans against our direct competitors	1	2	3	4	5

		Never	Infrequently	Sometimes	Frequently	Always
41	Our marketing understands how our competitors position their products to customers	1	2	3	4	5
42	Our marketing understands how our competitors will attack our value proposition	1	2	3	4	5
43	Our marketing understands why our prospects select our competitors' products	1	2	3	4	5
44	Our marketing analyzes competitor messaging and proactively develops counter messaging to best position us	1	2	3	4	5
	Customer Economics					
45	Our marketing develops strategies to accelerate favorable payor decisions	1	2	3	4	5
46	Our marketing demonstrates the economic value of our products	1	2	3	4	5
47	Our pricing effectively balances profit objectives with customer price sensitivity realities	1	2	3	4	5
48	Our marketing justifies pricing by demonstrating out-of-pocket savings	1	2	3	4	5
49	Our marketing justifies pricing by demonstrating the enhanced benefits versus competitive products	1	2	3	4	5
50	Our marketing justifies pricing by showing the benefits over other clinical practice	1	2	3	4	5
	Sales Support					
51	Our marketing communicates why our customers should select our products	1	2	3	4	5
52	Our sales collateral effectively elevates our sales team efforts	1	2	3	4	5
53	Our marketing provides sales tools to identify primary and secondary sales targets	1	2	3	4	5

54	Our marketing communication to sales conveys the parts of the message that are intuitive or unintuitive to customers	1	2	3	4	5
55	Our marketing has an effective process for identifying and forwarding qualified prospects to sales	1	2	3	4	5
56	Our marketing provides good responses to competitor tactics	1	2	3	4	5
57	Our marketing develops and implements programs to expand share of customer	1	2	3	4	5
58	Our marketing is responsive to the needs of the sales force	1	2	3	4	5

These questions cover the important marketing activities for medical companies. No organization can expect to rate highly across all categories listed in this survey. We suggest that you prioritize and work to improve those activities you believe are important for your company.

Foresight is adept at helping companies improve their marketing performance. Contact us to discuss how we can help your company's marketing performance improve.

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