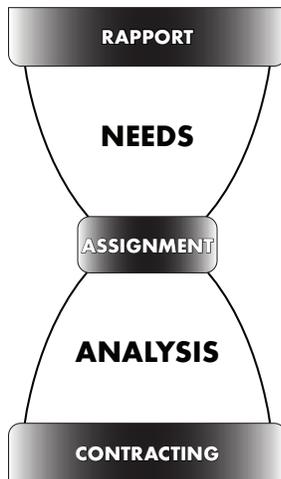


Prepare Yourself *to make Digital Discoveries*

Before Your Needs Analysis



If you want to increase your digital sales, make sure you spend some time preparing to make some digital discoveries during your needs analysis.

Warning: It's a mistake to make the focus of your meeting a digital needs analysis—that's too limiting. Instead, conduct the Hourglass Needs Analysis. But it's also a mistake if your needs analysis doesn't include any questions that will help you make some digital discoveries. Once you nail down the Assignment (or what we often call the Key Marketing Challenge), make some digital discoveries.

You will ask better questions related to their website, digital, social, mobile or search, if you are informed by a little research prior to your call. Some examples of how to prepare for this conversation:

1. Do they have a website and is it easy to find?
2. Use a search engine to search for their products and services to see where they come up on the search results pages (and note where their competitors show up).
3. When you search their specific name do any of their competitors show up?
4. Check out their website on a mobile device—is the content mobile friendly?
5. Do they have social media plug-ins on their site?
6. Is their site easy to navigate?
7. Is the content fresh on their website?
8. Are they using video on their website? What videos come up in a YouTube search?
9. Do they sell product on their website?
10. Can you schedule appointments on their website?
11. Do they have a chat feature on their website?
12. Are they showing any upcoming events or promotions?
13. Do they have a blog? How often do they post?
14. How many Facebook Fans do they have (and Twitter followers and Pinterest followers)?
15. Do they have a company profile on LinkedIn?
16. Do they have a Mobile App?