

Consumer Insights Report Card

Here's a quick & easy way to "take yourself to grad school" without the tuition! Take our on-line tutorial on whether your Consumer Insights strategies warrant a "passing grade." Simply select your grade for each item and see your score at the bottom. We hope you're a "Marketing Valedictorian!"

We have an excellent consumer database which we systematically mine for targeted communications.

A B C D F

We know who our best/loyal consumers are, what they buy and what they spend each year.

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We communicate with our consumers in personalized ways to make them feel special.

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We delight our best/loyal consumers with periodic gifts & recognitions.

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We make sure our brand's product, message, & offers are consistent with our consumer's vision of it.

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We monitor this to be aware of changing consumer attitudes through formal & informal surveys.

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We know who our consumers see as our competition and use this in our business strategy.

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We know which shopping platforms they prefer to use (Web, B&M, Mobile, Catalog) & for which brands/products.

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We know their shopping habits/patterns and why they buy our brand/product.

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We ask consumers, in ways that are not intrusive, if they recommend our brand/products to friends & family.

A B C D F

If you averaged a "B+" (3.5 GPA) or higher - We congratulate you in advance for what will be a terrific year. If not, why not give us a call 609-577-5700 or email us at bill@wdamarketing.com.

YOUR SCORE