

# BUSINESS SPENDING ASSESSMENT

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

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

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



# WEBSOLUTIONS B2B SURVEY

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## CONSULTATION

### SPENDING ANALYSIS

WHERE DO YOU BUY	
Office supplies?	
Equipment such as computers, printers, desks etc.?	
Coffee or office snacks?	
Travel?	
Printed materials?	
Flowers and gifts?	
Industry-specific items to run your business? (e.g.: roofers purchase roofing shingles)	

HAVE YOU		
Shopped online?	Yes	No
Used coupon codes?	Yes	No
Searched for the best price online?	Yes	No
Put products on an autoship?	Yes	No
Heard of SHOP Direct?	Yes	No
Used in-store pickup?	Yes	No

LIST THE TOP FIVE STORES AT WHICH YOU SHOP
1.
2.
3.
4.
5.

## SUMMARY

STORES RECOMMENDED FOR YOU		
ITEM	STORE	CASHBACK
Office supplies		
Equipment		
Materials		
Coffee, snacks groceries		
Travel		
Printed materials		
Flowers and gifts		
Industry-specific items		
Top stores		

SHOP.COM can help you to find the best deals, save money and even earn money on all of the purchases that you make to run your establishment. Register as a Preferred Customer to earn Cashback on all of your purchases made through SHOP.COM. There are no membership fees. Simply register, shop and earn!

**BECOME A PREFERRED CUSTOMER** – Visit your UnFranchise® Owner’s SHOP.COM website and register for free to become a Preferred Customer today. **SHOP.COM PARTNER STORE OR SHOP LOCAL** – Contact Your UnFranchise Owner to fill out the SHOP Partner and/or SHOP Local online application. SHOP.COM will contact you to discuss your options. **MERCHANT SERVICES** – Contact your UnFranchise Owner to schedule a Sure Save Analysis. This analysis can determine how much money you could be saving on merchant fees.

UnFranchise Owner: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ SHOP.COM/: \_\_\_\_\_

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

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

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



GENERAL MARKETING		
What is your ideal customer demographic?		
Do you advertise anywhere else?	Yes	No
If so, what is your budget?		
How do you measure the efficacy of your current advertising?		

SEARCH ENGINE OPTIMIZATION										
Do you do any search engine marketing?	Yes					No				
How well do you currently rank on search engines?	Not sure	Ok	Fair	Good	Great					
How well does your competition rank on search engines?	Not sure	Ok	Fair	Good	Great					
Where would you like to rank in the search engines?										
Do you do Google AdWords?	Yes					No				
- If so, who managed the campaign?										
- If so, what was your monthly budget?										
What industries do you advertise in?										
Where do you conduct most of your business?										
Is your business seasonal or year-round?	Seasonal					Year-round				
How happy are you with your visibility online?	1	2	3	4	5	6	7	8	9	10

SOCIAL MEDIA / ONLINE COMMUNITY										
Do you use social media for personal use?										
Do you have business-dedicated accounts?										
Which social media platforms do you currently use?	(circle one)									
Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Pinterest, Google+, other										
How often do you post?	Once in a while			Daily			Weekly			
Do you post special deals via social media?	Yes					No				
Are you happy with your interactions with clients on social media?	Yes					No				
Are there any other social media platforms that you want to use?	Yes					No				
How would you rate your online reputation?	Not good	Ok	Fair	Good	Great					
Do you do Facebook advertising?	Yes					No				
Do you do email campaigns?	Yes					No				
Do you blog?	Yes					No				
How happy are you with your social presence and online community?	1	2	3	4	5	6	7	8	9	10

Contact your WebCenter Owner to schedule an appointment with a Product Specialist. A Product Specialist will answer your questions, demonstrate our technology and help you to determine if our solution can benefit your business or organization.

WebCenter Owner: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

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

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



ABOUT YOUR BUSINESS		
What is the primary focus of your business?		
What is the secondary focus of your business?		
What is your ideal customer demographic?		
Where do you do most of your business?		
Do you do any advertising?	Yes	No
If you could improve the efficiency of your operations by implementing technology online, would you consider this?	Yes	No

WEBSITE DESIGN										
Do you have a website?	Yes					No				
Website address:										
Who designed your website?										
Do you like the current design of your website?	Yes					No				
When was the last time your website design was updated?										
Is your website responsive or mobile friendly?	Yes					No				
Is your website e-commerce enabled?	Yes					No				
Is the content on your website easy to read?	Yes					No				
Is your website interactive?	Yes					No				
Does your design lend itself to current and potential customers?	Yes					No				
Do you require content writing service?	Yes					No				
How happy are you with your website design?	1	2	3	4	5	6	7	8	9	10

WEBSITE MANAGEMENT										
Who updates your website?										
How often do you require updates to your website?										
Do you have the resources to keep your website updated?										
Would you prefer to make your own updates or have them made for you?										
Do you leverage your website to maximize other advertising?	Yes					No				
What kind of support do you currently have for your website?										
Do you want to sell online?	Yes					No				
Is the content on your website easy to read?	Yes					No				
Is your website interactive?	Yes					No				
Does your design lend itself to current and potential customers?	Yes					No				
Do you require content writing service?	Yes					No				
How happy are you with your website management strategy?	1	2	3	4	5	6	7	8	9	10

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