

# The question process

In this video, Nyiko Chauke of Marketing Fridays looks at the marketing process and how this is built on asking the right questions. Our marketing can only get better if we are able to continually reflect on our efforts and customers.

Chauke says he finds it useful starting his time asking the right questions... "Before you even start trying to come up with a strategy, a big idea, the wow stuff, you have to really spend a lot of time questioning yourself. Sit down and say, 'Cool, what questions can I ask myself?'

"Am I asking myself the right questions? Am I continuously asking why I am doing certain things? Because it's easy to get lost in the presentations, in the back-to back meetings and in the Joburg jungle, in the marketing conundrum..."

In case you missed last week's:



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Share your thoughts with Nyiko at [nyiko.chau@gmail.com](mailto:nyiko.chau@gmail.com). Follow [#MarketingFridays](#) on [Facebook](#), [Instagram](#) and/or [Twitter](#).

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