

Name

E-Mail

Phone

Company

Website

Please answer the following questions.

1. Please give us the short “elevator speech” on your company (history, now and future and unique qualities).

2. Tell us about the personality of your brand or branding.

3. Do you have a slogan or tagline?

4. What is the core messaging your company would like to convey?

5. Can you describe and define your target audience(s)?

6. What is your target audience passionate about?

7. What products or services do you want to promote the most and why?

8. What vertical markets or segments offer the most opportunity for future growth?

9. Please list 3-5 of your top competitors.

10. What makes you better than your competitors? Please complete this sentence

– Our customers choose us because...

11. Is your business market local, regional, national or international?

12. Are you happy with the design/branding/messaging/calls to action on your website?

13. Do you have Google Analytics set up on your site? If so, can we get access to review your traffic/metrics?

14. What platform is your website built on? (WordPress, Joomla, Drupal, etc.)

15. Has there been an SEO review/setup completed on your site recently?

16. Do you have an image/video library you can share with us? Or will you need us to quote a photo/video shoot?

DIGITAL MARKETING

1. Do you have an email list of current and past customers/prospects?

a. If so, approximately how many emails are on the list?

b. How are you continually building this list?

2. Do you have an existing social media campaign that we will be building off of? Or is it a brand new campaign?
If you have an existing campaign, please share the page links.

3. What is your goal with a digital marketing campaign? (can choose more than one option – increase conversions/sell more products/services, build brand awareness/loyalty, position yourselves as a market leader, send people to your website, other).

4. Do you have any ideas for themes/programs/contests we can feature on social media and/or email?

5. Do you want to offer any specials, discounts or promotions to your social audiences?

6. Please list any industry partners, associations or other businesses you are aligned with.

7. What industry resources/entities/publications are you and/or your audience associated with? i.e. websites, blogs, publications, trade journals, etc.

8. What are some types of topics or messages that support your brand promise or core messaging?

9. Do you have any awards, certifications or accreditations?

10. Are you open to boosted/paid posts to increase reach and target specific locations and/or demographics?

12. Are you making regular content updates on your website? If so, what kind of updates?

13. Do you have a YouTube or Vimeo page for your business? If so, please share the link.

14. Do you have any ideas for messaging/content for short social media videos?

Additional Comments

Thank you for filling out this form as completely as possible!