



BUSINESS/BRAND QUESTIONNAIRE

Date, 2021

WHO IS (Company Name Here)?

Answer these questions honestly and to the best of your ability so that we can have a deep understanding and help position your business within the market and develop meaningful content for your brand.

The challenge of any good brand is to find meaning and connect with its audience as well as make sense within the marketplace.

ABOUT YOUR BUSINESS/BRAND

- Where are you located?
- How many years have you been in business?
- Why was your business founded?
- In a brief summary, what does your business do?
- What products and services do you offer?
- What makes you different from your competitors?
- What values unite the employees of your business?
- How can we make your life easier?

ABOUT YOUR BRAND'S VOICE/TONE

- How do you want your business to be represented through your online content (eg. in a formal, casual, or conversational fashion)?
- Can you name a few examples of brands that you admire?
- What are some of the most frequently asked questions from your customers, if any?
- What do your past customers have to say about you?
- Are there any audiences you aren't currently reaching that you want to reach?

HOW YOUR BRAND RELATES TO YOUR CUSTOMERS

- What problem are you trying to solve?
- What do you like about your current brand?
- What don't you like about your current brand?
- What's the story behind your current brand?
- Have your competitors made changes that impact your ability to grow and prosper?
- Do you feel your brand matters? Why?
- What do we want to convey?
- Do you have an understanding of precisely who your target audience (customer) is?
- Has your ideal customer changed or grown (if at all)?
- What do your customers want?
- Is your brand associated with something that is no longer meaningful?
- Is your brand out of step with the current needs and desires of your customers?
- What are your ideal customers' biggest successes with your brand?
- What are your ideal customers' biggest pain points (struggles)?

YOUR CUSTOMER SPECIFICS

- What might your ideal customers do in their spare time?
- Why does your ideal customer conduct business with you?
- How do each of your products and services relate to your ideal customer?
- Which websites might your customers like to visit?
- Which websites might your customers avoid?



SOCIAL MEDIA DELIVERABLE QUESTIONNAIRE

Date, 2021

CLIENT: Business Name

CONTACT: Contact Name - Position
Contact Name - Position
Contact Name - Position

PROJECT: Project Type

TEAM: Alex Streltsov

Name

Name

Name

ABOUT YOUR SOCIAL MEDIA PROJECT

- What is your social media handle?
- What is your goal with social media?
- Are you achieving it? Yes/no and how/why?
- Have you ever done any paid ads?
- If so, on what platform, with what budget and what were your results?
- Would you like us to run your paid ads to reach a wider audience?
- What platforms are you currently using?
- (Twitter, Instagram, Facebook)
- What visual content do you currently have?



VIDEO DELIVERABLE QUESTIONNAIRE

Date, 2021

CLIENT: Business Name

CONTACT: Contact Name - Position
Contact Name - Position
Contact Name - Position

PROJECT: Project Type

TEAM: Alex Streltsov

Name

Name

Name

ABOUT YOUR VIDEO PROJECT

- Why did you decide to have a video made?
- Why did you decide to do it now?
- Have you done any videos before? If so, please link them below?
- What is the video going to be about?
- What is the main highlight?
- Where is this video going to be shown?
- What's the ideal message for the audience to take away from this?
- How will success be measured?
- What is the ideal length for the video?
- Do you have a specific space you'd like this video to be shot in?



DESIGN DELIVERABLE QUESTIONNAIRE

Date, 2021

CLIENT: Business Name

CONTACT: Contact Name - Position
Contact Name - Position
Contact Name - Position

PROJECT: Project Type

TEAM: Alex Streltsov

Name

Name

Name

ABOUT YOUR DESIGN PROJECT

- How would you like to be visually perceived?
- What colours or elements best represent your vision?
- What type of personality do you want achieved?
- What benefits and features make your business stand out?
- Why would the target audience care about your benefits and services?
- What are your audience's general thoughts on the industry?



DIGITAL DELIVERABLE QUESTIONNAIRE

Date, 2021

CLIENT: Business Name

CONTACT: Contact Name - Position
Contact Name - Position
Contact Name - Position

PROJECT: Project Type

TEAM: Alex Streltsov
Name
Name
Name

ABOUT YOUR WEBSITE/DIGITAL PROJECT

- How will your website contribute to your business's success?
- What information will you customers visit your website for?
- Please provide any additional product, service, or company information you feel should be on your site.
- Is there any other information you feel we should know when writing for your website?
- Do you have a domain name registered? If so, what is it
- Do you currently have web hosting? Who is the host? Would you like a hosting recommendation?
- Is there a date when the project needs to be completed?
- Do you already have a logo & corporate colours? If so, please add it here.
- Who is your target audience with this website?
- What keywords will your audience use to search for your company?
- What made you think you want a new website?
- What do you dislike about your current website?
- On a scale of 1-10 how important do you think the design of the site is?
- What design elements or ideas do you have for the site? (If you'd like to trust us with this, than please leave this blank)
- What is the key message you want to communicate about yourself/ your business? This is known as an elevator pitch.
- Please list your color choices and combinations that you like? (If you'd like to trust us with this, please leave this blank)
- Will you be providing the imagery and written content?
- If you were your own ideal client, what would you be looking for when you arrive at a website?
- A "call to action" provides direction to your site visitors. What do you want the site visitor to do when they land on your home page? (Write "Yes" Next to all that apply)

- Do you want people to Call?
- Buy?
- Register?
- Subscribe to a newsletter?
- Donate?
- Browse your Portfolio?
- Get more inbound leads / quote requests / phone enquiries?
- Increase brand awareness?
- Educate their audience?
- Encourage sales?
- Collect email addresses and build a list?
- Encourage onsite or social media interaction?
- Do you intend to update the website content yourself or will you need ongoing updates by us?
- What specific services will your website need? (Please write yes next to each that applies)
 - Blog/News section?
 - Store to sell products
 - Search option
 - Portfolio/Gallery
 - Social-Media Integration
 - Email collection and email marketing capability? if so, then which platform?
 - Auto-responders?
 - Chat box integration?
 - Multilingual?
 - Accept Payments?
 - Third-party integrations (CRM, marketing automation softwares etc)?
 - A quick contact form, quote request or booking form? If yes, what fields are required?
 - Anything else?
- Is Search Engine Optimization (SEO) – i.e. ranking well in Google - an important objective for your website project?
- How will you measure the success of the site? (Please write yes next to any that apply)
 - The amount of new enquiries you get.
 - Number of signups for the site's free trial.
 - Number of users of the site's forum.
 - Number of sales.
 - Customer's average order size.
 - Amount of traffic.
 - Level of activity on the site's blog.
 - Number of social media (Facebook / Twitter) followers.
- What similar websites do you like and what is it you like about them?
 - Site 1:
 - Website address:
 - Review their website. What are they doing right? (Please get specific)
 - Site 2:
 - Website address:
 - Review their website. What are they doing right?(Please get specific)
 - Site 3:
 - Website address:
 - Review their website. What are they doing right?(Please get specific)
- If this is an online store, what shopping cart solution will you be using?
 - WordPress WooCommerce?



-
- Shopify?
 - Unsure
 - Other?
 - Is there anything else you'd like to add?