



### **New Marketing Client Questionnaire**

We believe in creating a strategy. Strategy is a way to organize all our owned, earned, and paid media efforts into a coherent and consistent relationship with our customers. Through the execution of this content strategy, over time, we will purposefully pursue and achieve the exact positioning we want to occupy in our target market's mind.

Fill out this form so we can begin.

1. What is your brand & primary logo?
  
2. If you can please use this space: GIVE ME A MINIMUM 500 words to identify and describe your CORE CUSTOMER, not just who is already purchasing from you regularly, but WHO do you WANT to have as customers. SUGGESTIONS:
  - a. What do they look like?
  - b. Can you name a clothing brand to describe them?
  - c. What do they mean to you? Like, how does this client make you feel when they walk in the door or if you get an email inquiry from this client?
  - d. Why do you want their business?
  - e. RETAIL: Get Specific: What nationality is this client? What gender is this client? Does this client have family / kids?
  - f. What does this client do on a Friday night?
  - g. Where does this person eat out? Chain or local?
  
3. Who is your direct competition? Name 2 companies local or national?
  - a. Company a:
  - b. Company b:
  
4. What business do you want to be like? Do you have a "mentor" business?
  - a. Company a:
  - b. Company b:
  
5. What is the unique value proposition of your company? Give me 5-10 sentences about what you do that is different from the rest? Like all the rest?

6. Think hard about ONE statement you would use to describe your business?

Content Pillars: What are the legs we will stand on using social media? I'll help you with these but try to answer where you can SEE a vision.

1. WHY are we Posting?
  - a. Business Goal:
  
  - b. Communication Goal:
  
  - c. Content Translation:
  
2. WHAT do you want?
  - a. Business Goal:
  
  - b. Communication Goal:
  
  - c. Content Translation:
  
3. HOW do you want to be perceived?
  - a. Business Goal:
  
  - b. Communication Goal:
  
  - c. Content Translation

Wishes & Strategy Goals:

1. What do you REALLY want from your marketing agent? If you could have the sun, moon & stars what can we really do for you? Please use this whole page if necessary. Let us have it!