

## Business Overview

- What is your business name?
- What industry do you operate in?
- What is your website URL?
- Who is the primary contact for this project? (Name, email, phone)
- Briefly describe your business and what you offer.

## Product / Service Details

- What product(s) or service(s) are we promoting?
- What are the key features or unique selling points?
- What problems does your product/service solve for customers?
- Who are your main competitors?

- **What differentiates your product/service from your competitors?**

## Target Audience

- **Who is your ideal customer?** (Demographics, psychographics, lifestyle)
- **What pain points or challenges do they face?**
- **Where is your audience located?**
- **What motivates them to buy products/services like yours?**

## Campaign Goals & Expectations

- **What is the primary goal of this marketing campaign?** (e.g., brand awareness, lead generation, sales, engagement)
- **What specific outcome are you hoping to achieve?**
- **What is your timeline or deadline for this campaign?**
- **Do you have a budget range in mind?**
- **Have you run similar campaigns before?** If so, what worked or didn't?

## Branding Details

- **What are your brand colors?**
- **Please share your logo** (upload link or preferred delivery method).
- **How would you describe your brand's tone/voice?** (e.g., bold, playful, luxurious, clinical, authoritative)
- **Do you have existing taglines, slogans, or messaging guidelines?**
- **Are there any brands you admire or want to emulate visually or stylistically?**

## Content & Platform Preferences

- **Which platforms do you want this campaign to run on?** (Instagram, Facebook, TikTok, YouTube, Pinterest, LinkedIn, etc.)
- **What type of content do you need?** (photos, videos, graphics, ads, blog posts, emails, etc.)
- **Do you have existing content we can repurpose?**
- **Do you prefer a specific posting or ad style?** (clean, minimal, bold, dark, fun, etc.)
- **Are there any content ideas you already have in mind?**

## Social Media Access (Optional)

- **Do you require us to manage any social media accounts?**

- **If yes, please provide login credentials or grant admin access after approval.**

- Instagram:

*Account username*

- Facebook:

*Account username*

- TikTok:

*Account username*

- YouTube:

*Account username*

- Pinterest:

*Account username*

- LinkedIn:

*Account username*

## Additional Notes

- **Is there anything else we should know to ensure this campaign meets your expectations?**
  
- **Any special requirements, restrictions, or creative preferences?**

## Next Steps

Thank you for completing this questionnaire! We will review your responses and contact you soon to discuss your branding and marketing campaign in more detail.