

AGENCY CLIENT QUESTIONNAIRE PACK

Branding · Website · Marketing · Graphic Design

Complete the relevant sections before your project kickoff call.

BRANDING QUESTIONNAIRE

01. What is your company name and what do you do?
02. How long have you been in business and what stage are you at?
03. Why does your company exist -- what problem does it solve?
04. Who is your target audience? Describe them in detail.
05. What makes you different from your competitors?
06. Name 3 to 5 competitors. What do you like and dislike about their branding?
07. How do you want clients to feel when they interact with your brand?
08. What 3 to 5 words should describe your brand personality?
09. Do you have existing brand guidelines? If yes, what is working and what is not?
10. What colours, if any, are you drawn to for your brand?
11. Share 3 to 5 brands you admire visually. What do you like about them?
12. What is your primary goal for this branding project?
13. Where will this brand be used (website, social, print, packaging, etc.)?
14. What is your timeline for this project?
15. What is your budget range for this project?

WEBSITE DESIGN QUESTIONNAIRE

01. What is the primary goal of your website (leads, sales, information, portfolio)?

02. Who is your target audience and what do they need from your site?

03. What pages do you need (list all you can think of)?

04. Do you have existing content (copy, images, video) or does it need to be created?

05. Do you have a domain and hosting already, or do you need help with that?

06. List 3 to 5 websites you like and explain what you like about each.

07. What integrations does the site need (CRM, email, booking, payments, etc.)?

08. Will the site need a blog or any regularly updated content sections?

09. Who will maintain the site after launch and how comfortable are they with technology?

10. How many stakeholders need to review and approve the design?

11. What is your launch deadline?

12. What is your budget for this project?

MARKETING QUESTIONNAIRE

01. What product or service are you promoting with this campaign?

02. Who is your target audience for this campaign?

03. What is the primary goal (brand awareness, lead generation, sales, retention)?

04. What marketing channels are you currently using?

05. What has worked well in past campaigns and what has not?

06. What does success look like for this campaign? What metrics matter?

07. What is your campaign timeline and any key dates we need to hit?

08. Who are your main competitors and how do they market themselves?

09. What is your monthly marketing budget for this campaign?

10. Who needs to approve campaign assets and what is the review process?

GRAPHIC DESIGN QUESTIONNAIRE

01. What is the deliverable -- what exactly needs to be designed?

02. What is this design for (social media, print, packaging, presentation, web, etc.)?

03. Who is the target audience for this design?

04. Do you have existing brand guidelines (colours, fonts, logo files) to follow?

05. What is the tone for this design (professional, playful, bold, minimal, etc.)?

06. Share any design examples you like and explain what appeals to you.

07. What are the required dimensions and file formats?

08. Is this for print or digital? If print, what is the print specification?

09. How many rounds of revisions are included in the project scope?

10. What is your deadline and budget for this project?
