Digital Marketing: New Client Questionnaire Checklist

Use this free questionnaire checklist to help understand your potential new client's needs.



PROJECT DETAILS

- [ ] Company name and primary contact information for the project
- [ ] Briefly explain the project
- [ ] Briefly, explain the project format (ebook, website, media content, blog, social media, other)
- [ ] Describe the target audience for this project
- [ ] What is the budget range for the project?
- [ ] What is your realistic preferred deadline? Does the deadline aline with a launch, event, promotion, etc?
- [ ] What is the main goal for this project? (sales, promotion, launch, increase blog/website traffic, educate, etc)
- [ ] What social media platforms do you have or prefer? Are you will to give over access?
- [ ] Are their anticipated roadblocks for this projects?

CLIENT CONTACT

- [ ] How closely do you prefer to work? Do you want daily/weekly check-ins? In person/email/phone?
- [ ] What platforms/tools do you anticipate needing/using to complete this project?
- [ ] How do you prefer project deliverables? (CMS, Word document, Wordpress, directly to your site, PDF)
- [ ] Would you prefer a hard copy or electronic copy?

ADDITIONAL PROJECT DETAILS

- [ ] Are you interested in editing services for content you provide or will someone else be editing?
- [ ] In what geographic area will the content be used?
- [ ] What is your target audience dialect?
- [ ] Are you interested in a monthly/ongoing social media marketing campaign component?

ADDITIONAL QUESTIONS/POST PROJECT

- [ ] Are you willing to credit me once the piece is published?
- [ ] Can I use your work as an example on my website?

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