



Describe your company - what is your elevator speech?

What makes your business, product or service unique?

What do you do better than the competition?

Who is your major competitor and where do you rank in the industry?

How do you currently market your business, product or services?

Do you have a company tagline or slogan? If no, have you considered creating one?

Do you have a mailing list and is it snailmail or email? How current is it and how many names?

What tools do you currently use (web, database...)

What are your company's short and long-term goals?

* What are the big-picture goals of this project?

What's the purpose of this project (brochure, direct-mail, ad, site content, etc.)? How will it be used?

Who is the audience for this piece or project? Is that the same as target audience?

What motivates them? What issues are important, when considering your product?



What are the main points you want to convey in this project?

* What is the specific objective you need to achieve?

* **How will you measure the success of this project?**

* Who is the main decision-maker on this project?

* What models are you using for this project?

* Where is the source content coming from?

* How much research will be necessary?

* Are there specific technologies you do or do not want used?

* How does this project fit into your big picture?

* Have you ever done something like this before? If so, what?

How successful was the campaign and how did you gauge it?

Have you determined your timeframe and budget parameters? Please share them here:

If money were not a factor, what would be your ideal marketing campaign?

How would you like to proceed?