

DIGITAL ADVERTISING QUESTIONNAIRE

AUDIENCE

What geographical areas are you aiming to target?

Do you have a narrowed target audience?

What are the characteristics of your “prime” target?

Do you own any audience lists of your own? Are they external? (website, source, etc.)

Are they internal? (FB pixel/audiences, etc.)

DIGITAL ADVERTISING QUESTIONNAIRE

BRAND

What is the mission and vision for your brand?

What industry or industries would you place your business in?

What tone should your business' social voice have?

Are you aware of your brand's image?

What differentiates your business?

DIGITAL ADVERTISING QUESTIONNAIRE

CHANNEL STRATEGY

Describe any problems you're currently facing marketing your business digitally.

How would you grade your current or previous marketing efforts?

Where does the bulk of your traffic currently come from?

What would you define as a "successful digital marketing campaign?"

CONTENT

Do you create your own content for your business?

DIGITAL ADVERTISING QUESTIONNAIRE

Do you need us to create content?

If known, what type of content does your audience respond to best?
