**Please take the time to fill in our briefing questionnaire.**

In order to give you a highly accurate quote – and work most time- and cost-effectively on your project later –, we first need to find out more about your project needs, business goals and brand. The following questions help us understand what your business stands for, what you want to achieve with this project, and what we need to communicate to current or prospective clients. Please fill in as much as a you can: not all questions may be relevant to your project or business. Thank you.

**Next Steps**

1. After filling in our brief with your project and company details, please email it to [daniela@cavacom.biz](mailto:daniela@cavacom.biz)
2. If you wish, to discuss your project needs, you can firmly [book in a call into our calendar](https://daniela-cavalletti.youcanbook.me/)
3. We discuss your project and create ideas and a spot-on fixed fee proposal for you.

|  |  |
| --- | --- |
| **Your Company** | **Details** |
| Name, Postal Address &  Website URL |  |
| Key Contact’s name, title, phone & email details | Name:  Email: Mobile: Office: |
| What does your company do?  (product / service description) | *<e.g. produce high-end running shoes;>* |
| How do you do this?  (process, materials used, approach) | *<e.g. only use top quality materials, hand-stitched in Australia>* |
| Why do you do this?  (benefits offered; your passion, drivers, believes & business purpose) | *<e.g. As the founder, I’m personally passionate about running. I believe that comfort; style and technology should be combined in any good running shoe.>* |
| What size is your company? |  |
| **Where did you hear about us?** *(Google, LinkedIn, Referral by…)*: | |

|  |  |
| --- | --- |
| **Project Information Required** | **Your Response** |
| **Overview** |  |
| **Project Title**  What do you need?  For clarity,  please use a separate brief  for each self-contained project. |  |
| **Further Description (Details)**  Service, frequency, medium, scope |  |
| **Process Requirements** Theme, length, delivery, timings |  |
| **Project Information Required** | **Your Response** |
| **Objectives / Goals**  What are you trying to achieve with this project? |  |
| **Deadlines / Timeline**  (as known) |  |
| **Budget**  What is your budget for this project (as a monthly retainer, total project budget, or other)? |  |
| **Offering & Brand Details** | |
| **Company Values / Brand Elements**  Mission statement, attributes, vision, motto.  Your company’s key attributes – what does it stand for? | *<You can attach this information as separate documents.>* |
| **Future Plans / Brand Development** Your brand: where to next?  Which short- or long-term plans do we need to take into account? |  |
| **Product / Service** What does your business sell?   How is this product/service different from your competitors? |  |
| **Key Message / USPs**  Why should I buy from you;  why now?  What problem are you solving for your clients; what important benefits do you provide? | 1. **Your Central Message:**      1. **Problems Solved:** 2. **Benefits Offered:** |
| **Project Information Required** | **Your Response** |
| **About Your Customers** |  |
| **Describe Your Typical Customer** Needs, desires, preferences, fears, pain points, etc. |  |
| **Target Audience**  Who do you want to reach – is this a new group of clients, or do you want to extend your engagement / conversion with your current audience? |  |
| **Common Questions**  What common questions do they have, at each stage in the buying cycle?  (i.e. from awareness about the product / service offering to their purchase) |  |
| **What Matters To Them?**  And when – in which part in the conversion cycle? |  |
| **Crossover**  Will that customer ever crossover to another segment / subsidiary of your business offerings?  If so, which? |  |
| **Use of Service / Product**  Why do people use your product – and when? |  |
| **Related Scenarios**  What are some related scenarios / triggers in the customer’s life that surround the topic, product, offering (e.g. birth, restructure, new product, property purchase, etc.)? |  |
| **Project Information Required** | **Your Response** |
| **Values / Beliefs / Needs /Desires**  What’s important to your customers, and how does your brand and product / service become part of that? |  |
| **Worries, Issues, Pain & Fears**  What keeps your customers up at night?  What emotions drive them to look for your service / product? |  |
| **Keywords**  What are the central keywords that prospects might use to find you online? |  |
| **About Your Competitors** |  |
| **Market**  Who are your market competitors?  Name specific companies, niches, industries |  |
| **Online**  Who are your online competitors? |  |
| **Keyword Competition**  Who is competing for your keyword set? |  |
| **Audience**  Who is the competition’s audience / target market – what’s the overlap with yours? |  |
| **Project Information Required** | **Your Response** |
| **Their Strategy - Likes**  What does the competition’s content marketing strategy look like (if known)?  What do you like about what your competitors are doing online, and why? Is there anything content-specific that stands out? |  |
| **Your Online Presence** |  |
| **Social Media Presence**  Are there any existing social media profiles/pages/accounts set up for and what are they? |  |
| **Social Media Management**  Do you have a social media manager; internally / externally? |  |
| **Popular Pages**  What website pages are the most popular? Which have the most traffic? Which are the most shared? |  |
| **Sources - Arriving At Website**  How are people finding you? What keywords? From where are they coming? |  |
| **Goals Contribution**  What content is currently contributing to your goals, if any? |  |
| **Project Information Required** | **Your Response** |
| **Content Style Specifications** | |
| **Essentials for Website Content Projects**  Sitemap & Wireframes | **Please attach:**  Sitemap, wireframes (home and internal pages) |
| **Calls to Action**  What do you want readers to do regarding engaging with you?  What do they need to know / read to take this action? |  |
| **Tone of Voice / Style**  How are you talking to your customers? |  |
| **Essentials**  Elements and aspects that must be included or conveyed. |  |
| **Avoid** What should be avoided? |  |
| **Style Guide**  Please provide your in-house style guide, if you have one. |  |
| **Examples of Work / Styles You Like**  URLs, or name of files sent via e-mail. |  |
| **Further Brand Presence**  Blog, marketing collateral, other – please provide links to or attach relevant existing source materials. |  |
| **Project Information Required** | **Your Response** |
| **Other Information / Comments**  What other information will help us get to know your business, clients, and vision even better? What else can we do for you? |  |

**Thank you for the opportunity to provide you with our fee-proposal questionnaire.**

**Next Steps**

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3. We discuss your project and create ideas and a spot-on fixed fee proposal for you.

We look forward to discussing the above brief and our subsequent fee proposal with you.

Please contact us with any questions at +61 (0)415 273 272 or [daniela@cavacom.biz](mailto:daniela@cavacom.biz).