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

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 your current or prospective clients.   
  
Please share as much information as a you can. **Thank you**.

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| --- | --- |
| **Your Organisation** | **Details** |
| Name, postal address &  website URL |  |
| Key contact’s name, title, phone & email details | Name:  Email: Mobile: Office: |
| What does your organisation 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 organisation? |  |
| **Where did you hear about us?** *(Google, LinkedIn, Referral by…)*: | |

|  |  |
| --- | --- |
| **Project Information Required** | **Your Response** |
| **Overview** |  |
| **Project Title**  What do you need – exactly? Why and how often?  For clarity, please use a separate brief  for each self-contained project. | *<e.g. write monthly blog posts; update website content; video script; tender document; grant application; sales presentation, etc.>* |
| **Objectives / Goals**  What are you trying to achieve with this project? | *<e.g. SEO; support product launch; raise CEO profile>* |
| **Deadlines / Timeline**  (as known) |  |
| **Project Information Required** | **Your Response** |
| **Budget**  What is your rough budget for this project (as a monthly retainer, total project budget, or other)? | *<There are many ways to skin a cat – and to create, edit and work with your content.*  *We want to give you the best value-for-money solution.*> |
| **Offering & Brand Details** | |
| **Organisation Values / Brand Elements**  Mission statement, attributes, vision, motto.  Your organisation’s key attributes – what does it stand for? | *<You can include links, or attach this information as separate documents, if you prefer.>* |
| **Product / Service** What does your business sell or offer?   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:** |
| **Future Plans / Brand Development** Your brand: where to next?  Which short- or long-term plans do we need to consider, if any? |  |
| **Your Online Presence** |  |
| **Popular Website 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? | *<social media, print promos, referrals, business listings, other>* |
| **Social Media Presence**  Are there any existing social media profiles/pages/accounts set up? | *<What are your social media URLS? Do you have a social media manager; internally / externally?>* |
| **Project Information Required** | **Your Response** |
| **Goals Contribution**  What content is currently contributing to your goals, if any? |  |
| **Essentials for Website Content Projects**  What stage is your site development at? | *<Attach sitemap, wireframes (home and internal pages) – or links to development site.>* |
| **Content Style Specifications** | |
| **Calls to Action**  What do you want readers to do once they read your content? | *<Which action? What do they need to know / read to take this action?>* |
| **Tone of Voice / Style**  How are you talking to your customers? |  |
| **Include**  Elements, messages and aspects that must be included or conveyed. |  |
| **Avoid** What elements, messages or words / phrases should be avoided? |  |
| **Keywords**  What are the central keywords that prospects might use to find you online? |  |
| **Style Guide**  Please provide your in-house style guide, if you have one. |  |
| **Examples of Work / Styles You Like**  URLs, or attached files | *<e.g. competitor sites, brochures, videos; other industries’ sites for tone>* |
| **Supporting Source Material**  Is there any existing material or brand presence we should consider? | *< blogs, marketing collateral, awards applications, process documentation, ebooks, other – please provide links to or attach relevant existing source materials>* |
| **About Your Customers** |  |
| **Target Audience**  Who do you want to reach? | *<Who is your ideal customer now, and in future? Consider age, location, buying habits, etc. … Is this a new group of clients, or do you want to extend your engagement / conversion with your current audience?>* |
| **Project Information Required** | **Your Response** |
| **What Matters to Them?**  And when – in which part of the conversion cycle?  How does your offer address these? | *<Needs, values, beliefs, desires, preferences, fears, pain points, etc.>* |
| **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) |  |
| **Use of Service / Product**  Why do people use your service / product – and when? |  |
| **Other Information / Comments**  Is there anything else you like to share with us for this project? | *<Which other information will help us get to know your business, clients, and vision even better?>* |
| **About Your Competitors** |  |
| **Market / Online**  Name specific companies, niches, industries | 1. **Who are your market / online competitors?** 2. **Are they competing for your keyword set – and / or your specific audience(s)?** |
| **Their Strategy – What’s Good?**  What do you like about what your competitors are doing online, and why?  Is there any specific content that stands out? |  |

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

**Next Steps**

1. After filling in our brief with your project and organisation’s details, please email it to [daniela@cavacom.biz](mailto:daniela@cavacom.biz)
2. To discuss your project and brief, you can also [book a call or meeting](https://www.cavalletticommunications.com/contact-booking-form/)
3. We look forward to discussing your project, sharing ideas, and creating a detailed fixed fee proposal for you