

# BLACK BAG MARKETING – PROJECT WORKSHEET

## CLIENT INFORMATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## PROJECT INFORMATION

(Circle the Services Needed)

MARKETING PLAN

LOGO DESIGN

COMPANY BRANDING

DIGITAL MARKETING

WEBSITE DEVELOPMENT

COPYWRITING

Business Name/Structure: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Business Email: \_\_\_\_\_

Business Website: \_\_\_\_\_

Year Started: \_\_\_\_\_

Years in Business: \_\_\_\_\_

**BUSINESS SOCIAL MEDIA**

(Circle All That Apply)

Facebook    Twitter    Instagram    YouTube    WhatsApp    Messenger  
Tumblr    Tik Tok    LinkedIn    SnapChat    Pinterest

**BUSINESS PAYMENT PLATFORMS**

(Circle All That Apply)

PayPal    CashApp    Venmo    Square    Google Pay    \_\_\_\_\_

**BUSINESS QUESTIONNAIRE**

What does your company do? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is your Target Audience? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your Unique Selling Proposition (USP)? \_\_\_\_\_  
\_\_\_\_\_

Do you want to improve an existing site or create a website from scratch? \_\_\_\_\_

---

---

Do you want your website to be optimized for SEO? \_\_\_\_\_

Do you have a list of Keywords you'd like to target? (List them)

---

---

---

---

What is the URL of your existing website? \_\_\_\_\_

What do you like and dislike about your current website? \_\_\_\_\_

---

---

---

---

---

What is the URL of 2-3 reference websites that you like? \_\_\_\_\_

---

---

---

What do you like about these sites? \_\_\_\_\_

---

---

---

What pages do you need for your website? \_\_\_\_\_

---

---

What features do you need for your website? \_\_\_\_\_

---

---

---

Do you have the content ready for your site? \_\_\_\_\_

---

---

Does your company have a Brand Book covering things like colors and fonts? \_\_\_\_\_

---

When would you like to launch your new site? \_\_\_\_\_

---

What is your budget for your website? \_\_\_\_\_

---

Do you need help updating and maintaining your website? \_\_\_\_\_

---





---