

ELIOT BRANDING CLIENT QUESTIONNAIRE: MARKETING SURVEY

SALES

Target Audience

- Which group of people, your Audience, will buy your products or services? This is where branding starts.

Competition

- List two other companies competing for this same Audience.

STRATEGY

Vision

- A mission statement summarizing the purpose of your company, which will inspire your *Audience*. What would you like your company to achieve?

Positioning

- What makes your products or services unique and different from your competition in the mind of your *Audience*?

Benefits

- Which problems are solved for your *Audience* by using your products or services? Which questions are answered?

BACKSTORY

Story

- Where did your vision begin? A brief history of the personalities who created your company. Their special talents, skills, and insights. A hint for your *Audience* to gain a better understanding of your company.

Characteristics

- Personality traits of your company. Style, voice, and demeanor. How will your *Audience* think of you?

Emotions

- How would you like your *Audience* to feel when they interact, or just think about your company, your products, or services?

Imagery

- Which pictures, colors, locations, and style come to mind when your *Audience* thinks about your company?

Key Words

- List and rank five words or phrases which your *Audience* might use to search for your company. Think "Family Feud."

CONFIDENTIALITY

Security

- Strict confidence of all company insight and information will be kept under lock and key. We understand we are being entrusted with the secrets to your success.