

# Client Questionnaire

Client \_\_\_\_\_

Date \_\_\_\_\_

## MARKETING STRATEGY

### 1. Identify your general market.

- General Public
- Manufacturers
- Wholesalers/Distributors
- Other \_\_\_\_\_

AGE GROUP \_\_\_\_\_

### 2. Who is your target market?

- Current customers
- Potential customers
- Employees/Other Company Divisions
- Other \_\_\_\_\_

AGE GROUP \_\_\_\_\_

### 3. Identify your company's level of formality

- Suit & Tie
- Dockers & Polo
- Jeans & T-Shirt
- Other \_\_\_\_\_

AGE GROUP \_\_\_\_\_

### 4. What is the client's level of formality?

- Suit & Tie
- Dockers & Polo
- Jeans & T-Shirt
- Other \_\_\_\_\_

AGE GROUP \_\_\_\_\_

### 5. Who else do you market to?

\_\_\_\_\_

### 6. Are you interested in marketing outside of your geographical region?

- Yes
- No

### 7. Are you currently doing work internationally?

- Yes
- No

If no, are you interested in exploring international opportunities?

- Yes
- No

### 8. Do you offer any of the following that people could request from the website?

- Free Videos
- Audio Clips
- Catalogs
- Newsletter
- Product Literature
- Other \_\_\_\_\_

### 9. Please list up to 5 competitors and their website addresses:

#1 \_\_\_\_\_ website \_\_\_\_\_  
#2 \_\_\_\_\_ website \_\_\_\_\_  
#3 \_\_\_\_\_ website \_\_\_\_\_  
#4 \_\_\_\_\_ website \_\_\_\_\_  
#5 \_\_\_\_\_ website \_\_\_\_\_

**NAVIGATION / USER EXPERIENCE**

1. Will your site be larger than this? List major divisions of the site. Change titles where required.

- |                          |           |
|--------------------------|-----------|
| 1. _Home_____            | 6. _____  |
| 2. _About Us_____        | 7. _____  |
| 3. _History_____         | 8. _____  |
| 4. _Product/Service_____ | 9. _____  |
| 5. _Contact_____         | 10. _____ |

For any section which requires subsections, please identify and list those subdivisions as well.

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2. Is there anything else you would like to tell us about your company? Awards, unusual company history, industry recognition, etc.?

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**CONTENT**

1. What goals do you have for your website (check all that apply)? For the items you check, please rank them in order of importance (1,2,3...).

- Sell products or services directly \_\_\_\_\_
- Give a favorable impression of my company or organization \_\_\_\_\_
- Generate a qualified list of prospects (gather information) \_\_\_\_\_
- Improve overall customer service \_\_\_\_\_
- Test for potential new market niches \_\_\_\_\_
- Inform present customers of product updates and uses \_\_\_\_\_

- Encourage new customers to contact us (email, survey forms, request forms) \_\_\_\_\_
- Make product information and pricing available to customers \_\_\_\_\_
- Make product information and pricing available to wholesalers/distributors \_\_\_\_\_
- Improve communication between people in my company/organization \_\_\_\_\_
- Teach employees/Inform customers (product explanations, demonstrations) \_\_\_\_\_
- Other \_\_\_\_\_

**2. What types of regular mailings or customer benefits could be used to keep your website content changing and fresh for repeat visitors? (check all that apply)**

- Customer Newsletter
- Product Updates
- Service Bulletins
- Other \_\_\_\_\_

**3. Check the items you think might apply to your website:**

Do you want movement on your site?  Yes  No  Interested, not yet

Do you want an introductory presentation (i.e. Flash)?  
Do you want areas for client response?

- |  |   |
|--|---|
| <input type="checkbox"/> Guest book for visitors                       | <input type="checkbox"/> Online Paging                              |
| <input type="checkbox"/> Requests for information                      | <input type="checkbox"/> Bulkmailer w/admin                         |
| <input type="checkbox"/> Surveys of customer preferences               | <input type="checkbox"/> Online Paging                              |
| <input type="checkbox"/> Order forms that are printed and faxed/mailed | <input type="checkbox"/> Streaming audio and/or video               |
| <input type="checkbox"/> Secure ordering and/or credit card processing | <input type="checkbox"/> Calculations                               |
| <input type="checkbox"/> Online "shopping carts"                       | <input type="checkbox"/> Databases                                  |
| <input type="checkbox"/> Sound and audio files                         | <input type="checkbox"/> Intranet (secure areas for employees only) |
| <input type="checkbox"/> Animation (Flash)                             | <input type="checkbox"/> Special Programming                        |
| <input type="checkbox"/> Press Releases module w/admin                 | <input type="checkbox"/> Other _____                                |
| <input type="checkbox"/> Calendar module w/ admin                      |   |
| <input type="checkbox"/> Membership module w/ admin                    |   |
| <input type="checkbox"/> Job Postings module w admin                   |   |

**4. Do you currently have marketing materials - brochures, product literature, catalogs, press releases - that we can use to help develop content for your site (check one)?**

Yes  No      If yes, can you provide it in digital format?  Yes  No

If yes, list in detail below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who do we contact for the digitally formatted material?

Name:  
Address:  
Phone:  
Fax:  
Email:

**If no, are you interested in DataMine developing a corporate identity for you.**

**5. Please check all that apply:**

- I can provide a copy of my company logo       on disk       on paper
- I can provide  all       some of the written content for the pages of my site
- I can provide web graphics and photos for my site       on disk       on paper

**6. Are there corporate graphic standards that we should know about (specific fonts, logo size, corporate colors, etc.)? If so, please describe and/or attach samples**

Logo: \_\_\_\_\_

Company Colors: \_\_\_\_\_

Website Colors: \_\_\_\_\_

Fonts: \_\_\_\_\_

Marketing Dept.? Existing Materials?: \_\_\_\_\_

**7. Describe how you want users to feel, impressions you want to create (adjectives).**

\_\_\_\_\_  
\_\_\_\_\_

**8. Any websites which you react to strongly? Give URL and what you like/dislike.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**9. Who are the primary points of contact for you marketing projects?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_