



# HeiserHouse

Your Online Community Marketing Partner

## Client Questionnaire

### **General Information**

Company Name: \_\_\_\_\_

Website URL: \_\_\_\_\_

#### **Contact #1**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

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

#### **Contact #2**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

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

Who has final approval for the project? \_\_\_\_\_

When do you need the website to be live? \_\_\_\_\_

Is there anything in particular that may effect the launch date? \_\_\_\_\_

*For example, PR launch, tradeshow, annual report*

What specific budget range is established for this project? \_\_\_\_\_

How did you hear about us?

## ***Describe Your Business***

What is the nature of your business?

Does your business have a Mission Statement?

Briefly describe your products or services.

List two short key phrases that describe how you solve your customer's problems, needs or desires.

Company Tag Line or slogan

How do you measure Customer Satisfaction?

What are your businesses goals?

## ***Current Marketing Strategy***

What is the primary message you wish to convey?

Are there specific words you want used in your marketing messaging?

Who is your target audience?(please define closely as possible)

Please describe your very best customer? (profile, not a particular person)

Why are they the best?

What do you want people to see and know about your business?

What makes your company unique in your niche?

What makes your product(s) or service(s)unique?

Do you offer bonuses or extras of any kind? (optional)

Do you offer any product guarantee? (optional)

## ***Desired Look and Feel (for website design)***

Are you serviced by a webmaster or website development company? Who is the contact at this company (all contact information please)

Do you already have a database of graphic images, graphic logo's, photographs, etc. that you can email for use in your marketing?

Would you like us to create your images? (Please state the type of pictures you would like us to use)

Do you have a color scheme or an idea about how you want your communications to look? Please describe.

HeiserHouse creates all websites using WordPress Themes. Over the years, my clients have discovered it is easier to visualize their website when they have a template or theme to use as a foundation. Please visit the following website and see if any one of the 87 WP themes grab your attention for this project.

[87 WP Themes](http://www.elegantthemes.com/gallery/) or copy and paste in your browser - <http://www.elegantthemes.com/gallery/>

Don't worry about prices. That is already covered in the price I have quoted you. Once you have selected a theme, I will customize the theme to your specific needs and desires.

Which WordPress Theme grabs your attention: \_\_\_\_\_

## ***Copy Writing***

Do you have or can you solicit customer testimonials? (Ones showing results are best)

What would be the most commonly asked questions someone would ask about your products or services? How would you answer these questions? (Use extra sheet if necessary)

What interesting facts do you want your customers to know about you and the products or services you provide? (This could be why you are qualified, how you benefited, what you want to share with them or give them.)

What specific accomplishments, achievements, accreditations, certifications or affiliations do you or your business possess? For example, are there any reviews of, or any coverage in the press about you, or your business?

Are you a member of a trade or professional organization? (If so, please supply info about these organizations)

## **Competition**

Who are your competitors?

1.

2.

3.

4.

5.

How are you similar to them?

1.

2.

3.

4.

5.

How are you different from them?

1.

2.

3.

4.

5.

## **USP**

List 5 unique and interesting facts you really want customers to know about you and the products or services you provide.

1

2

3

4

5

List at least 5 of the most commonly asked questions about your products or services, as well as the answers you give.

Question 1

Answer 1

Question 2

Answer 2

Question 3

Answer 3

Question 4

Answer 4

Question 5

Answer 5