



Client Project Questionnaire & Marketing Analysis

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General Business Information

Company name (as you would like it to appear on project): _____
Client Name (First & Last): _____
Address of company: _____
Phone: _____
E-mail: _____
Website: _____
What is your company's mission statement? _____

How long has your business been established? _____

Service Description & Sales Overview

What are you trying to sell? _____

What is the price point of your product/service? _____
How do you currently sell your product or service? (Online, store, home, etc.) _____

How would you like to sell your product or service in the future? _____

History, Present & Future Plans

How did you decide on your business name? _____

Business history: _____

What trends are affecting your industry now? _____

Future Business Goals:
Motivation for current project: _____
1-Year Business Goal: _____
5-Year Business Goal: _____
10-Year Business Goal: _____

Target Market

MARKETING APPROACH: (select one)

- A) Mass market (aim to sell to a large broad market)
- B) Segmentation approach (aim to selectively target one (niche) or more markets)

Characterize your target market as clearly as possible. (gender, income, age, occupation, education, family, life cycle, geographic region, lifestyle, attitudes, purchasing characteristics, etc.) _____

USAGE:

Who currently uses the product/service? _____

Who else could use the product/service? _____

Why do they use the product/service? (need vs. want) _____

When do they use the product/service? _____

How is the product/service used? _____

PRODUCT POSITIONING

What is the target market's attitude regarding the company's product? _____

What is the target market's attitude regarding the general product category? _____

PURCHASING PROCESS:

How does the target market make their purchase? _____

What does the decision-making process involve? _____

Is research required before purchase? _____

What is a time-line for a purchase (impulse vs. extended decision-making)? _____

Who makes the purchase? Does user purchase or is another party responsible? _____

Who or what may influence the purchase? _____

Current Marketing Strategies:

Examples of business materials: _____

Is there a color that best describes your business, or that you have already used in previous design work? _____

What color best communicates the emotion that you want to convey? _____

Is there a font or type style that you have used with your business? _____

What feeling do you want your clients to experience when they receive your product or service?

conservative	humorous	aggressive	corporate	friendly	warm	young
established	charming	tempting	artistic	cultured	traditional	classic
elegant	ornate	historical	dark	somber	unusual	messy
minimal	clean	strong	loud	active	child-like	witty
feminine	masculine	delicate	stylish	fun	modern	technological
soft	peaceful	rich	natural	eco-friendly		

Other: _____

Do you have a vision that you hope to see 'come to life'? Please describe it. _____

Whose marketing examples do you notice and admire? _____

Describe in detail any aesthetic dislikes that you have. _____

Analyze the market: Competition

Do you have any notable competition? What is your positioning among these competitors? _____

How is your product or service unique? _____

Complete branding solutions by **Christ Media**

As your brand matures, it will have different needs. Let Christ Media guide you through the phases of brand development — allowing your business to succeed!

If your project requires further creative & development services, such as, writing, proofreading/editing, etc., inquire about the list of strategic partners that Christ Media has compiled. Together with Christ Media, these talented professionals can fill your branding needs!

Phase one: logo & stationery design

Seed your marketing plan with the right logo — an image that appeals to your target market while representing you, your values, the products and/or services that you offer. Your unique logo and stationery system provide the foundation for successful business development. With consistent use of your brand, its recognition among current and potential clients takes root.

Smallest/largest use of logo: _____

What styles or art/design are you drawn to? What do you enjoy looking at? _____

List logos that you admire. What do you like about them? _____

List tools and/or techniques that you use frequently in your business. _____

Preferred method of client communication: _____

Phase two: essential branding items

A well-developed brand image — used consistently throughout your website, brochures, posters, and packaging — make the brand viable and strong, allowing for business growth.

Creating Marketing Materials: Requirements

- Written Content, preferably digital: (existing or need?) _____
- Photos, preferably digital: (provided or stock?) _____
- Existing company graphics (preferably high-res, digital files): _____

Printing Methods: Considerations: price, quality, turnaround. Plan ahead for most efficient use of time & budget

- Commercial Printer: (best quality: on press, high quality, greater color predictability & proofs, paper choices, customized sizes, die-cuts, etc, customer service)
- Discount Printer: (generally online, affordable, fast turnaround, limited to products they offer, no paper proof, no custom sizes, papers, etc.)
- Self-Printing: (laser or inkjet printing, flexibility, print on demand, time-consuming, ink-consuming, limited paper size & margin, no full bleed)

