

TELL ME ABOUT YOUR BUSINESS...



TritiaPOCCI.biz | DEVELOPMENT | MARKETING | MEDIA

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DETAILS ABOUT YOUR BUSINESS

Describe your business or service:

What key benefits differentiate your business or service from your competition?

How long have you been in business?

Why are you in this business?

List reviews and accomplishments

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What do you want the public to know about your business/service?

PURPOSE

What do you want to communicate to your audience as we publicize your business?

When your business is mentioned what is the first thing you want people to think?

What are the top 3 things (in order) about your company or service you want the public to know?

What is the goal for your marketing investment? What are you hoping to achieve? (attract a larger audience, educate, engagement, revenue, introduce your business or service, market visibility, get additional clients)

What is the campaign's call to action? (generate revenue/funding, donate good or services, volunteer, augment positive public opinion, facilitate support networking efforts)

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What would you consider a successful outcome? What are your expectations? (number of clients, twenty sales a month, name recognition, an increase in monthly/yearly revenue – how much?)

What do you feel is the biggest challenge in achieving your goal(s)?

AUDIENCE

Who is your target market?

What are the characteristics of a typical consumer? (age, gender, geographical location, spending habits, time and financial resources)

Are they loyal?

Why do they continue to support your business or service?

Who is your prospective target market? (what kind of support/consumer do you want to attract to your business?)

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How does your current market get their information? (digital devices mobile, computer, social media, websites/search engines, email, text message, direct mail, newspapers, referrals/word of mouth, neighbors?)

Historically why do people support or use your business or service?

What are your client's needs? Identify how your business or service meets these needs.

Why do consumers decide to do business with you? (Impulse, location, recommendation, comparison / research, need / emergency, gratification, pleasure, status / name recognition)

BRANDING

What three adjectives describe how you want your business to be perceived by the public? (conservative, progressive, friendly, formal, casual, hip/trendy, serious, energetic, humorous, professional, other?)

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What adjectives would best describe the design style you want? (simple, abstract, elegant, professional, instructional, wow-power, editorial, trendy, old fashioned, modern other?)

Do you have colors and fonts currently associated with your business? What are they?

Shall we use your existing business colors? Pick one main color and 2-3 additional colors.

What colors should NOT be used in your design?

How should we use color in your design? (bright/bold, business classic, with slight color accents, subdued colors etc.)

How much content do you want to provide your audience? How often? (basic, basic with additional educational resources, social involvement, monthly newsletter, weekly text messages, regular social media updates)

List additional design details, printed examples, or links to designs for us to copy:

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APPEARANCE (attach examples, website links and answers to the following questions)

Browse through websites, advertisements, brochures, business cards etc. and pick a few you like then tell us why, find a couple examples you don't like and jot down the things you dislike.

Like:

The Layout?

Colors?

Navigation?

Fonts? (lettering)

The editorial text?

Dislike:

Too cluttered?

Too plain?

Not topic appropriate?

Confusing (difficult to read/understand/navigate)

CONTENT (please attach additional pages if needed)

Do you have all the content to produce your marketing material? (photos, editorial copy, illustration, logo etc.)

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Do you have a slogan or tagline, what is it?

What is the editorial copy we should use to describe your business, service or event?

List the editorial copy for the following information that must be included in you marketing. Include dates (if any)

Call to action (call us, subscribe to our newsletters, come to the party, look at our new products, buy online)

Announcement (sale, you are invited, product/business,/service,/event name, new inventory)

Services / Product / Event description and cost:

Resources (links to your/other web sites, blogs, information)

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Contact information (phone, fax, social media, address, email, website, blog, store location)

Do you want a copyright statement on your marketing material ?

ADDITIONAL THOUGHTS & IDEAS

Write down any other thoughts and ideas that you have for your project, no matter how small or simple! (as many pages as you need)