flourish design studio
grow your business

new client questionnaire & general 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

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? _____

_____

your current business: history, present & future

How did you decide on your business name? _____

_____

_____

Business history: _____

_____

_____

Are there any trends 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) or

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 is currently using 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 timeline for a purchase (impulse vs. extended decision-making)? _____

Who makes the purchase? Does user purchase or is other 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, loud, rich, natural, eco-friendly _____

Do you have a vision that you hope to see 'come to life'? Describe...

_____

_____
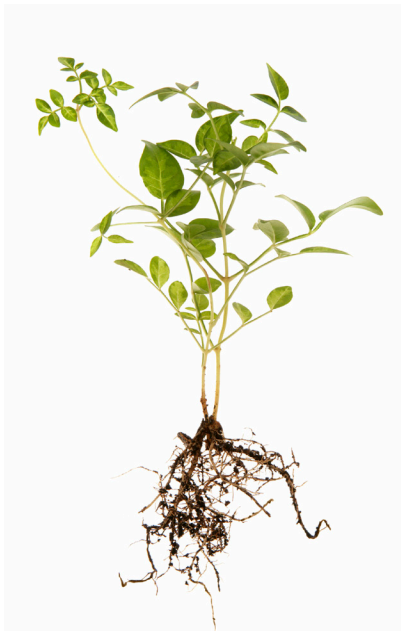
Whose marketing examples do you notice and admire? _____

_____

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 flourish design

As your brand matures, it will have different needs. Let Flourish Design Studio guide you through the phases of brand development — allowing your business to stay rooted, grow strong, and remain fresh!

If your project requires further creative and development services, such as photography, writing, proofreading/editing, video, etc., inquire about the list of strategic partners that Flourish Design Studio has compiled. Together with Flourish Design Studio, these talented professionals can fill your branding needs across all mediums!

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 designer files, 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)

phase three: ongoing brand growth

Broaden your business marketing strategies with creative promotions, regular newsletters, and advertisements that enrich relationships with ongoing clients while cultivating new ones.

Choose those that you wish to develop:
- Promotion
- Newsletter
- Advertisement

Is this project in relation to a holiday/special event? _____
_____

Message & Hierarchy:
Primary Message:
_____
_____

Additional Messages:
_____
_____

notes

_____
_____
_____
_____
_____
_____
_____
_____