

10 PROMPTS FOR A CLIENT BRIEF QUESTIONNAIRE

(to gather information from clients after a discovery call)

1) Brand Identity & Voice:

- Describe your brand in three words.
- What tone or voice do you want to convey on social media? (e.g., professional, friendly, humorous)

2) Target Audience:

- Who is your target audience? (age, gender, interests, demographics)
- What are their pain points or challenges?

3) Goals & Objectives:

- What are your primary objectives for social media? (e.g., brand awareness, lead generation, community engagement)
- Do you have any specific metrics you'd like to track? (e.g., increase in followers, website traffic, conversions)

4) Content Preferences:

- What type of content resonates best with your audience? (e.g., videos, images, infographics, blog posts)
- Are there any topics or themes you want to focus on?

5) Competitor Analysis:

- Who are your main competitors on social media?
- What do you like or dislike about their social media presence?

6) Platforms & Posting Schedule:

- Which social media platforms are you currently active on?
- Do you have a preferred posting schedule or frequency?

7) Branding Guidelines:

- Do you have any existing branding guidelines or style preferences for social media content? (e.g., color palette, fonts, logo usage)

8) Engagement & Community Management:

- How do you want to engage with your audience on social media? (e.g., responding to comments, running contests, hosting live events)
- Do you have any specific community management guidelines or policies?

9) Budget & Resources:

- What is your budget for social media marketing?
- Do you have in-house resources for content creation, or would you like us to handle that?

10) Expectations & Communication:

- What are your expectations from our social media management services?
- How would you prefer to communicate and receive updates? (e.g., weekly reports, monthly meetings)