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CLIENT QUESTIONNAIRE

- Name of company. Is your company incorporated? Addresses, E-Mails, contact phones.
- Owner's/manager's names and contact phones.
- Hours/days of operation. Seasonal information? Holidays?
- What industry are you in?
- Describe your services.
- What are you trying to accomplish with your advertising/website?
- What statement, purpose, method, or motto would you like your advertising to convey about your company/services?
- Three websites or advertising campaigns that you like or that you think are effective?
- Preferred colors? (Actual color samples)
- Domain name? Possible domain names or keywords.
- Do you have an existing website? Branding? Marketing Plan?
- Who do you like/don't like about your existing website?
- Do you have any photography, audio, or video you would like to incorporate into your advertising?
- Do you have logo on disc or on your computer?

- Do you have a hook-line?
- What is your one promise to your customers?
- How does your product/services benefit your customers?
- Do you have any credentials, awards, or public write-ups? Any licenses or affiliations you need or want to integrate into your advertisement?
- Do you have a company history?
- Who is your competition?
- What do you like about your competition's advertising/products/customer service?
- What makes your business different or better than your competitors?
- Who is your audience, your target audience?
- What is your budget?
- Desired start date? Deadline?
- How did you hear about Optilux Design?

Do you need?

ONLINE MARKETING: Web Design • Streaming Video and Audio • E-commerce • Social Networking (myspace, facebook, utube, etc) • Animation

CORPORATE IDENTITY and BRANDING: Target Marketing and Research • Company Naming • Logo Design • Business Plans • Tagline/Messaging • Corporate History • Patent and Trademark Consultation.

OFFLINE MARKETING/PRINT: Ad Design • Brochures • Stickers • Flyers • Postcards • Business Cards • T-Shirts • Banners • Event Tickets • Photography and Headshots• Auto and Promo Magnets • Bottle Labels • Inventory Sheets • Wine Lists • VIP Cards • Menus • CD Covers • Book and Magazine Layouts • Employee Manuals • Press Releases and Public Relations • Packaging • Promotional/Informational Packets: (Event Packets, Catering Packets, Artist Portfolios, and more)

OTHER: On-Hold Promos • Videography • Radio Jingles (See our website for products offered through partnership with All Star Trophy such as engraving, sublimation, imprinting and full-color printing)