

The Branding Standard & Co.

Consultation Questionnaire

Please provide the handle for the platforms in need of management:

Instagram:

Facebook:

Twitter:

Pinterest:

Youtube:

What Purpose Will Instagram Serve For Your Business?

What will your page provide for your brand?

What is your brand message?

What are your goals for social media? (brand awareness, lead-in to website to sell products, etc)

Define Your Ideal Customer

1. Are they male or female?

2. Married, Single, Involved?

3. Do they have kids?

4. Education Level?

5. Income Level?

6. What benefit will they gain from your brand?(Unpaid)

7. What benefit will they gain from your products/services?(Paid)

8. Are your products a necessity or splurge?