



Motion Tactic

# Creative Questionnaire

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## Goal

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The goal of our creative questionnaire is to provide our design team with information that will help them understand our client's business and to create marketing assets that serve the client's specific goals.

## Questions

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- Who are leaders, competitors, or similar organizations in your industry?
- Please list out your products and provide short descriptions for each product
- Why do clients prefer to use your product(s) over your competitors?
- What are your mission statement, vision, and values?
- How would you describe your current marketing strategy?
- Is lead generation currently being driven by your marketing strategy? If not, how are you acquiring new business?
- What are the most important actions you want users to take on the website? Please list a primary and secondary option.
- What content types are you developing (blogs, case studies, videos, etc. and will these resources be ready when the website launches?
- Describe your typical product buyer(s). Things that are helpful to know are: job role, age range, personal interests, and other demographic information that gains insight into your typical buyer.
- What pain points do your buyers typically express and what motivates them to purchase your product?
- What are the primary motivators that drive a buyer to purchase your product?
- Are there companies in mind that you think do a good job creatively with their digital assets? These can be websites outside your industry.