



BLUE ZOO™
C R E A T I V E

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Get Started!

This questionnaire is designed to help us learn about you, your business and how we can best serve you.

This "Creative Brief" is the starting point for your project.

Filling out this form doesn't obligate you to work with us, it only gives us more information to better understand your needs and goals. *After all, no one knows your business like you do!*

Please help us tell the story and create the vision of your business. The more detailed and descriptive that you can be, the better we can craft the website, copy and materials to match your vision.

Speaking of vision, your vision is the foundation for your business. The framework upon which you build your future success. Again, the more detailed, vivid, descriptive you are the better.

We look forward to you 'Joining the Zoo.' If you just have a question or two, [please use our contact form.](#)

NAME: _____

EMAIL: _____

PHONE: _____

PROJECT TITLE (Website redesign, Logo, etc.): _____

CURRENT WEBSITE (if any): _____

OVERVIEW

What problem are we solving for you?

What numbers are you trying to affect? *Clicks? Visits? Dollars?*

When it comes to metrics, how do we measure success?

What deliverables do you need? ([see checklist at end of this form](#))

PRIMARY AUDIENCE

Who are we talking to?

What does that person look like and what are their interests (*often referred to as demographics, but may be more detailed or more about lifestyle*)?

MESSAGES / SERVICES

Five words to describe your company/product/service, in priority?

- 1.
- 2.
- 3.
- 4.
- 5.

Your top three products or services:

- 1.
- 2.
- 3.

What is your primary "Call to Action?" (*Call today? Fill out an application? Stop Monkeying Around and Join the Zoo?*) - *Don't worry if you don't have one, we can help.*

What is your single-minded message? What do you want to be known for? (*This is often referred to as a Unique Sales Proposition (or USP). Domino's Pizza had a USP of "Fresh Hot Pizza Delivered in 30 Minutes or it's Free!". Walmart: Save Money. Live Better.*) - We can help here too!

What is the tone and image: *Humorous? Serious?*

Are there any mandatories to include?

Do you have a brand guide?

Do you have a logo?

Do you have a color palette?

SOCIAL MEDIA

What social media networks are you active on (Facebook, LinkedIn, Twitter, etc.)?

eCOMMERCE

Do you plan to sell anything on your website? If so, please answer the following questions:

- How many items or SKUs do you have?
- Who is your payment processor?
- Which level do you need to collect tax:
State / Zip / Precinct / Other
- Do you need to track inventory?
- How are your shipping rates set?
Per Item / Basket size (table rate) / USPS / UPS / FedEx / DHL / Other

PROCESS

Primary Contact and Decision Maker (Please include contact details)

BUDGET AND SCHEDULE

What is your estimated budget?

What is your deadline?

ADDITIONAL INFORMATION

What companies inspire you?

List at least three websites that represent the look, functionality, tone, etc. that you would like your website to reflect.

What other designs/ads/etc. do you **like/dislike** and why?

Who do you consider to be your competition?

Are there any stories/anecdotes about your company and your history you'd like to share? *This often helps people connect with your company or organization, especially in social media.*

FINALLY....

Is there anything else you'd like to note? *Take a minute to really think of things that may not even relate to a website, but is something about you or your business.*

One thing we like to ask of all our clients, in addition to the above questions is:
What is your vision for the business in 5 years? The more details, the better.

Thank you for sharing your story and vision.

DELIVERABLES

The following is a basic list of deliverables most people choose from Blue Zoo Creative.

- Branding
 - Logo
 - Brand Guide
 - Marketing Materials
 - Business Cards
 - Brochures
 - Newsletters
 - Promotional
 - Infographics
 - Video
- Hosting
- Website Build or
- Website Rejuvenation
- Search Engine Optimization (SEO)
- E-Commerce
- Content
 - Editing
 - Creation
 - Blogging
- Social Media Management
 - Facebook
 - Twitter
 - LinkedIn
 - Google+
 - YouTube
 - Other _____