



Digital Marketing Brief





All of our trainings, campaigns and strategies are based around the individual circumstances of each client. Please fill out all questions below to the best of your ability so we can create a digital strategy and/or training to suit your needs.

Please return completed brief to hello@digitalbinx.com call 0203 015 7088 if you have any questions.

1. What are the main functions of your business
2. What is your mission statement?
3. What do you want to achieve with your digital presence? (brand awareness, traffic to website, business leads)
4. Who is your target audience?
5. Where do the majority of your clients come from geographically?
6. What's your monthly traffic average and where does the majority of traffic come from? (organic, paid, social, referral – if social or referral what are the social sites/referring sites?)
7. What's your conversion rate from traffic to the website?
8. What is the average lifetime value of one of your customers?
9. Do you have a database of prospects/clients?
10. Are you collecting visitor data via your website for email marketing?
11. What content do you produce that could be publicly accessible? (visual content, video, blog posts, e-books, documents, PowerPoints)
12. What other marketing/PR activities do you currently undertake?
13. Do you have a monthly marketing budget or over-all budget for a one-off yearly budget allocation?
14. What is your budget?



15. How do you currently measure results on your marketing activity?
16. Who do you view as your direct competitors?
17. What social networks are you currently using?
18. What social networks in particular are you interested in exploring?
19. Are there any companies whose social media presence you admire and want to emulate?
20. Do you have staff that are responsible for digital marketing and social media?
21. How much time can you realistically allocate to social media per week?
22. Do you have a communications/events calendar? If so, please share it.
23. Please share any relevant links to pre-existing social presences.