



PHX Gospel
Media
LLC

Advertising, Music and More

Onboarding Questionnaire

PHXGospel Media LLC Client Onboarding Questionnaire

Company Information

1. Company Name:
2. Primary Contact Name and Role:
3. Email Address:
4. Phone Number:
5. Company Website URL:
6. Business Industry/Field:
7. Company Size (Number of Employees):
8. Physical Address (if applicable):

Project Information

9. What specific services are you interested in? (Website development, SEO, video production, etc.)
10. Do you have a specific project or campaign in mind? Please describe.
11. What are the main goals and objectives for this project/campaign?
12. Who is your target audience? Please provide as much detail as possible.
13. Who are your main competitors? Please list their websites if available.
14. What makes your services/products unique in the marketplace?
15. Are there any existing materials or resources that we should review? (e.g., previous marketing materials, brand guidelines, etc.)

Marketing and Advertising

16. Have you undertaken any marketing or advertising efforts in the past? Please describe.

17. What marketing channels have you used, and which have been most effective?
18. Are there any marketing strategies or channels you are particularly interested in exploring?
19. What is your total advertising budget for this project/campaign?
20. How do you typically measure the success of your marketing efforts?

Content and Branding

21. Do you have established brand guidelines? (If yes, please provide a copy.)
22. Can you provide examples of marketing or branding that you admire or aspire to?
23. How do you describe your company's tone and voice?
24. Are there any specific content themes or topics you wish to focus on?
25. Do you have any preferred keywords or phrases that should be incorporated?

Logistics and Preferences

26. What is your preferred timeline for project completion?
27. Who will be our main point of contact for this project?
28. How frequently would you like updates on project progress? (e.g., weekly, bi-weekly, monthly)
29. What format do you prefer for project presentations/meetings? (e.g., in-person, video calls, email updates)
30. Are there any specific requirements or constraints we should be aware of? (e.g., legal, regulatory, technical)

Feedback and Revision Process

31. How do you prefer to receive and provide feedback?
32. What is your typical approval process for creative and strategic decisions?
33. Are there any other stakeholders involved in the review process?

Final Thoughts

34. Is there anything else you would like us to know that hasn't been covered?
35. Are there any questions you have for us about the process or what you can expect?

This questionnaire aims to gather as much relevant information as possible to ensure a smooth and efficient onboarding process, allowing you to tailor your services to meet the client's specific needs and goals effectively.