Your brief for Staunton Rook

Please complete the below form in as much detail as possible to help us to achieve an understanding of your company and your business objectives and requirements.

1 Your Details

Company Name:

Contact Person:

Contact Number:

E-mail Address:

☐ Please tick the box if you would like us to save your details so we can communicate with you in the future by keeping you informed of news, offers and events. We promise to look after your data in line with our privacy policy and you are free to unsubscribe at any time.

How did you hear about Staunton Rook?

2 About Your Company

What do you sell?

Products: *(please specify)*

Services: *(please specify)*

Age of company?

In one sentence tell us what you do?

Who do you sell to?

☐ B2C

☐ B2B

How big is your company?

Staff:

Turnover:

Where are you based?

Where do you operate?

UK ☐ Europe ☐ World Wide ☐

What makes you different?

What do you currently have in terms of marketing material – please tick all that apply:

Online:

☐ Website ☐ Search Engine Optimisation ☐ Pay Per Click (PPC) ☐ An App

☐ Email Marketing ☐ Display Advertising ☐ Social Media ☐ Online PR

Offline:

☐ Logo Design ☐ Advertising ☐ Leaflets & Flyers ☐ Corporate Brochure

☐ Direct Mail ☐ Events & Exhibitions ☐ Press Releases ☐ Video Production

Do you already have a company logo and brand guidelines in place? Y ☐ N ☐

Have you ever worked with an agency before? Y ☐ N ☐

3 Your Goals

What are your overall goals for the business – where do you see it in 1, 5 and 10 years time. Are there any specific results you are looking to see as a result of your marketing activity?

Marketing Activity Required/Interested In – please tick all that apply:

Online:

- ☐ Website
- ☐ Search Engine Optimisation
- ☐ Pay Per Click (PPC)
- ☐ An App
- ☐ Email Marketing
- ☐ Display Advertising
- ☐ Social Media
- ☐ Online PR

Offline:

- ☐ Logo Design
- ☐ Advertising
- ☐ Leaflets & Flyers
- ☐ Corporate Brochure
- ☐ Direct Mail
- ☐ Events & Exhibitions
- ☐ Press Releases
- ☐ Video Production

What is your Budget?

☐ < £1,000 ☐ £1,000 - £5,000 ☐ £5,000 - £10,000 ☐ £10,000 + ☐ £50,000 +

Time Scales / Deadline for completion:

Any other information you feel may be useful:

Thank You!

Please return your completed form to us in advance of your initial consultation, this will allow us to fully prepare and for you to get the most out of the meeting.

STAUNTON ROOK MARKETING

www.stauntonrook.co.uk • Tel: 01244 323 250