

# The Shoreline Media Pre-Plan Questionnaire



*Branding Your Message Across All Media Solutions*

Thank you for your interest in Shoreline Media Marketing

Shoreline Media has put together a list of questions to help capture your vision of your web and marketing plan so that we may help in proposing some professional ideas and creative media solutions to help your online and marketing presence. By filling this form out it will help us understand your needs and visions before our first meeting.

Please fill out the questions below. If you would rather go over some of this information on the phone or in person you may contact us anytime by visiting the Customer Service tab on [www.ShorelineMediaNJ.com](http://www.ShorelineMediaNJ.com) or calling us at (888) 591-8205.



Shoreline Media Marketing  
[MarketMe@ShorelineMediaNJ.com](mailto:MarketMe@ShorelineMediaNJ.com)  
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(888) 591-8205



## Your General Information

*This will allow us to have certain information on file for our records. This will also allow us to create your online Client Portal login on ShorelineMediaNJ.com to hold all of your files we may need to exchange with you. Doing this is a more secure way than email for important password information as well as billing information we may need.*

**Your name and Company name:**

**Title:** *(Owner, Marketing Director, etc.)*

**Your email address:**

**Contact Phone Numbers:** *(If possible please list 2)*

**What makes your company different from the rest?**

**What location or locations do you service?**



## **Web/Media/Marketing Project Information**

**Do you have a current website? What is the address? If no what address would you like to have?**

**How long has your website been live?**

**What concerns do you have with your current website Or Marketing Structure? *(New or Old)***

**Do you have access to your domain name or your hosting account for all of your web sites?**  
*(Your domain name is just the domain name; The hosting is where your files sit)*

**Do you currently use any Social Media sites? (Facebook, Twitter?) If yes please describe how often your update them with posts and information.**

**Do you use any Email Marketing tools to reach any emails you may have in your system? If yes please explain who you use to send emails.**

**If you are thinking about a new Marketing Plan or Website Design please list the following:**

- 1. Please describe your Marketing ideas. Include any Media ideas such as Video and Social Media.**
  
- 2. Please describe your visions for your website. Please include all ideas and wishes.**

**Are there other sites that you consider competitors? Please list some competitors URL's.**

**Please list 5 main key phrases that you would like to concentrate on for search engines.**

**Please list keywords that will pertain to your website.**



## **Your Target Audience**

**Describe what you think is a typical visitor or potential customer should think when looking at your ads, marketing material, or websites.**

**What actions will the typical user perform when they visit your site? What would you want them to experience?**

For example: Register as a customer, search for information *etc.*



## Time and Money

**What is your launch date of your website or marketing package? When would you like to start reaching these goals?**

**Do you have budget range established for this project? What are you looking to spend to achieve your vision on a new marketing package?**

Does not have to be exact. This will help us better understand the services we can add or suggest when marketing or designing any new sites or material for you.

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## Additional Comments

**Shoreline Media Marketing knows that every project is unique which is why we ask some questions to help us understand our client's visions before the initial meeting process.**



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