Project brief

Tell us about the project

Please fill in the form and email back to info@sookio.com. Thank you!

|  |  |
| --- | --- |
| **Business name** |  |
| **Your name** |  |
| **Phone number** |  |
| **Email address** |  |
| **Website** |  |
| **Social media accounts** |  |
| **Any other marketing channels** |  |
| **1. Tell us about the project - what problem are you trying to solve?**What's your challenge and how is it affecting you or your organisation? Why are you addressing it now? |
| **2. What are your goals and priorities?**What does success look like? How can we make life better for you? |
| **3. What are the deliverables?**What would you like us to do for you? Think volume, frequency, nature of the activity or any other specifics about what we should deliver.  |
| **4. Please give us some guidance on budget**This helps us come up with a proposal that suits the scope of the project. **£** |
| **5. Tell us more about your business**What do you do, how large is the company, where are you based, when were you founded? Why were you founded? What are your business goals? |
| **6. Tell us about your marketing activity**What channels do you use? What's working and what's not? What's missing? |
| **7. Tell us about your in-house marketing resources**Who's in your marketing team? Where do you most need support? |
| **8. Do you have any of the following already in place?** |
| Brand or style guidelines |  |
| Tone of voice guidelines |  |
| Business plan |  |
| Marketing plan |  |
| **9. What is the timeframe?** |
| **10. Who has sign-off on the project?** |
| **11. How did you hear about us?***Spill the beans, we'd love to know!* |
| 12. Anything else useful for us to know? |
| Keep in touch!Visit the [Sookio website](https://www.sookio.com/training) to find out more about our workshops and training.Why not [sign up for digital marketing tips](https://www.sookio.com/mailing-list) while you’re there? Call us on 01223 795079 and chat to the team.Join us on [Twitter](https://twitter.com/sookio), [Facebook](https://www.facebook.com/sookioltd), [Instagram](https://www.instagram.com/sookio/), [YouTube](https://www.youtube.com/Sookio) and [LinkedIn](https://www.linkedin.com/company/3087432/admin/) Call in to St John’s Innovation Centre, Cowley Road, Milton, Cambridge CB40WS |