Project brief

Tell us about the project

Please fill in the form and email back to [info@sookio.com](mailto: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 | | |