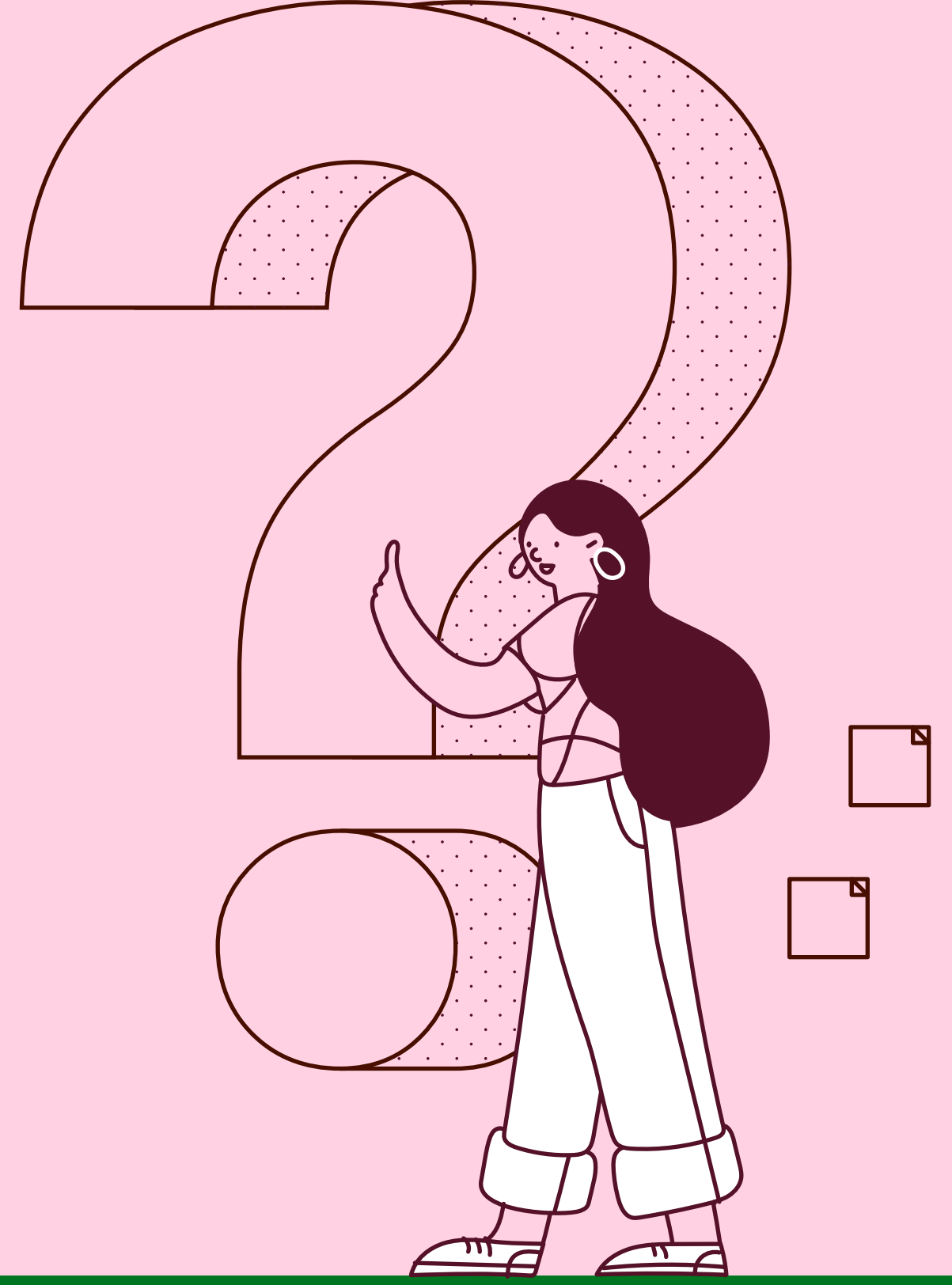


Onboarding Questionnaire.



To properly onboard new Buyers, we need to understand their **business and goals.**

Ask your Buyer to answer all or some of the following questions. The answers to those questions will help you better understand your client's brand, needs, goals, and expectations, promising a better delivery experience and a higher satisfaction rate.

General *information*



Business name



Website / landing page

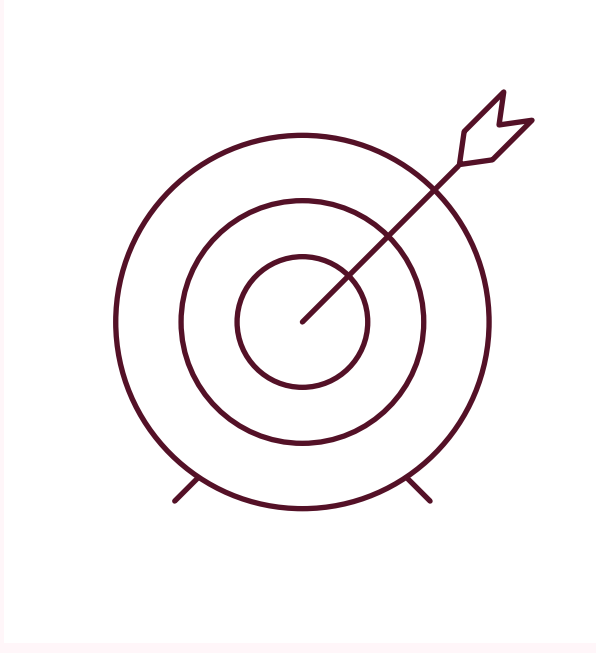


Relevant ad account information / credentials

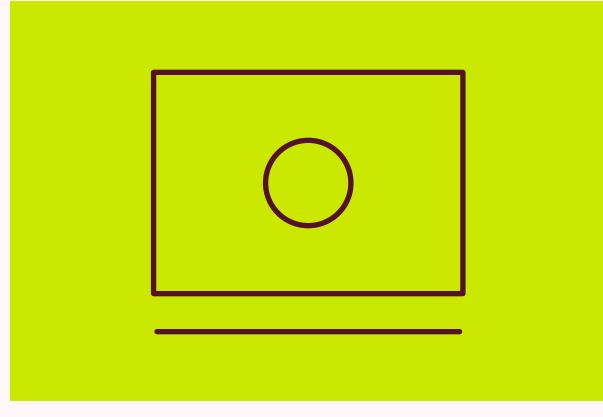
About *the brand*

- Who are you?
- What do you do?
- Your services/products
- Are you solving a problem? If so - what is it?
- Why do people want to buy your product/service?
- Strengths & weaknesses
- Unique selling point
- Marketing goals and KPIs
- Target audience (location, age, gender, interests, etc.)
- Buyer persona
- Competitors

About *the campaign*



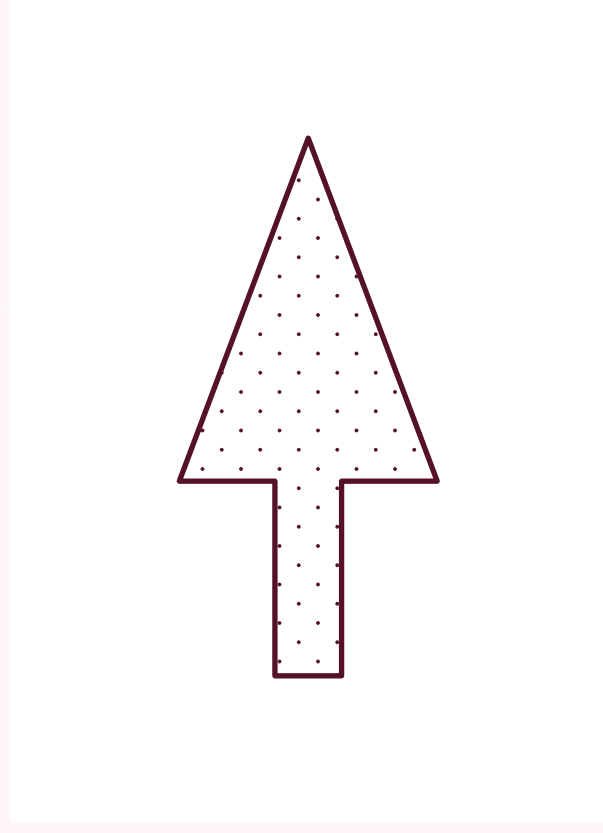
Goals ^x



KPIs and main metrics ^x



Budget ^x



Audience characteristics ^x
gender, age groups, location, interests...

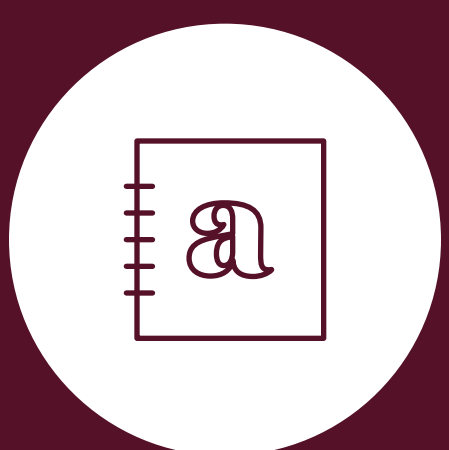


Main message and call to action (CTA) of the campaign ^x

Existing assets (content) ^x

Branding & *materials*

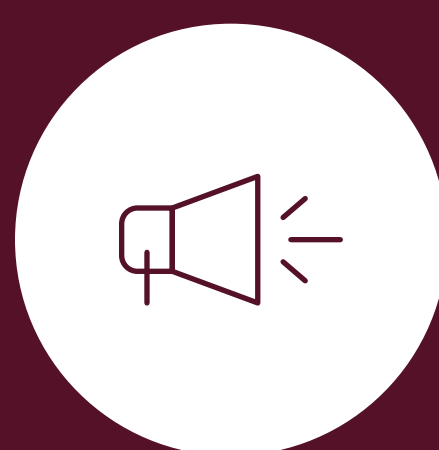
(Needed for content creation)



Brand book & brand guidelines (including color scheme, fonts, styles, etc.)



Link to the business media kit and visual materials (logo, photos, videos, etc.)



Brand voice & tone



Any additional information