

# BLOGGING QUESTIONNAIRE

Answer all the questions you can; more information helps us build a better voice for your company's blog.

1. What is the target market of your company?
2. What portion of your target market do you hope to reach through your blog?
3. What do you hope to accomplish through your blog? (More sales, more memberships, brand familiarity, image awareness, service sign-up, use of coupons, interaction, public relations, etc.)
4. What kind of voice do you want to have for your blog? (Personal, genuine, professional, expert, neighborly, helpful, funny, trendy...)
5. What social marketing have you done for your company?
6. What blogging history does your company have?
7. What kind of print material do you make available for your customers?
8. What is your customer service style/standard?

9. **What is your company's unique offering?**
10. **What is the message you want people to know about your company?**
11. **Do you have specific products and/or services you wish to promote through your blog?**
12. **What do you want people to do after they read your blog?** (Find the local store, come into a retail center, call us, make an appointment, go to another page on our website, find out more, order something online...)
13. **How will your brick-and-mortar store(s) promote your blog and website?**
14. **Do you want to offer exclusive coupons, discounts, giveaways, and/or contests on your blog?** (Recommended to increase blog readership and interaction.)
15. **How do you plan to follow up with blog readers?** (Answer comments, offer an e-newsletter, answer questions, interact on social sites...)
16. **Is there anything else you want us to know as we begin creating your blog content?**