



## Marketing Campaign Questionnaire

### Campaign Info:

1) Purpose/ Goal of Campaign:

a) *Purpose:*

event

Product Launch

Promotion/offer

b) # of People being targeted:

c) # of *contact databases*

d) Message you would like to convey:

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2) What creative tools do you require for this campaign? :

Direct Mailer

Landing Page

Email Blast

Promotional Hand Out / Offer

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3) Name of Campaign/Event:

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4) Date of Event:

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**Direct Mailer:**

(Please remember to specify what you would like variable/personalized on this card and if it requires a personalized Landing Page. If anything is personalized we do require a contact list in the form of an excel or access file.)

1) Dimensions of mailer:

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2) Front Description:

a) Headline: \_\_\_\_\_

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b) Text: \_\_\_\_\_

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3) Back Description:

a) Headline: \_\_\_\_\_

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b) Text \_\_\_\_\_

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4) Are we printing for you?

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5) If not please specify a printer:

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## Landing Page:

1) Landing Page Address (if personalized):

a) (Please supply multiple suggestions in the case that your first idea is already owned.

Example format [www.campaign/first&lastname.com](#) or [www.first&lastname.campaign.com](#))

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2) Is your page personalized? :

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3) Are there any logos you require for the site? :

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4) Text (Main Message):

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5) Contact information required for input or verification  
(Email, Cell number, ect.)

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6) Questions and Response Options

a) Question 1: \_\_\_\_\_

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b) Response 1: (single/multiple/open ended) \_\_\_\_\_

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a) Question 2: \_\_\_\_\_

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b) Response 2: (single/multiple/open ended) \_\_\_\_\_

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a) Question 3: \_\_\_\_\_

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b) Response 3: (single/multiple/open ended) \_\_\_\_\_

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a) Question 4: \_\_\_\_\_

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b) Response 4: (single/multiple/open ended) \_\_\_\_\_

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a) Question 5: \_\_\_\_\_

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b) Response 5: (single/multiple/open ended) \_\_\_\_\_

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**Email Blast:**

1) Ready Date:

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2) Launch Date:

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3) Is your email personalized? :

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4) Are there any logos you require for email? :

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5) Text:

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**Promotional Hand Out/Offer:**

1) Ready Date:

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2) Launch Date:

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3) What are you offering? :

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4) Does it require a landing page? :

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5) Do these hand outs require access/password codes for the customer to receive their gift?:

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