

Bill Fisch Photography, LLC

Client Questionnaire - Content Creation

Client Information:

Name: _____

Email: _____ Phone #: _____

Do you have a website?: Yes No

Existing URL: _____

Content Goals:

1. What are the primary goals of your content? (brand awareness, product promotion, engagement, etc.):

2. Do you have any specific messages or themes you want to convey in your content?:

Audience:

3. Who is your target audience?:

4. What platforms do you primarily use to reach your audience?:

Instagram Facebook Youtube TikTok LinkedIn Other _____

5. Social Handles:

Content Types

6. What types of content are you interested in creating?

- video infographics
 photos other: _____
 blogs _____

7. Any specific formats/mediums that you are envisioning for your content?

- tutorials behind-the-scenes
 interviews other: _____
 documentaries _____

Content Schedule:

8. How *frequently* do you want to post content? (circle one)

- daily weekly bi-weekly monthly

9. Any upcoming events or product launches that should be included in the content schedule?

Content Ideas:

10. Do you have any specific content ideas or themes in mind for the upcoming month(s)?

11. Are there any trending topics or industry news you'd like to incorporate into your content?

Inspiration:

12. Who are the main influencers in your niche?

13. Are there any specific accounts or content creators you admire or want to emulate?

Visual Style:

14. Describe the visual style or aesthetic you want for your content (colors, mood, tone, etc.)

15. Do you have branding guidelines or existing visuals we should adhere to?

Logistics:

16. Do you have a preferred location for the content shoot?

17. Are there any props, products, or wardrobe choices we should consider?

Collaborations:

18. Are there any collaborations or partnerships planned for the upcoming content?

19. Do you have any preferred hashtags or keywords to include in your content?

Review and Approval:

20. How would you like to review and approve content drafts before posting?

21. What is the preferred turnaround time for content creation and edits?

22. What is the preferred medium for content delivery?

- Email Cloud Storage Service USB/External Drive Other _____

Long-Term Strategy:

23. Are you interested in creating a long-term content strategy beyond the upcoming month(s)?

24. How do you personally wish to impact the community we are going to make content for?

Thank you so much for taking time today to fill out this questionnaire. By gathering this information, you have officially equipped us with the knowledge my team needs to bring your vision to life. Your patience and trust is appreciated thoroughly, and we cannot wait to get started!

Feel free to reach out with more questions and/or inquiries at any time, and do not hesitate to contact me if any issues arise that need resolving – we are here for you every step of the way and are committed to 110% satisfaction and fulfillment. Thank you again, and talk soon!

Sincerely,



William Fischer

Bill Fisch Photography, LLC