

## How ready are you?

Before you consider approaching a professional design agency it is important to have crystallised information about your company. Without this information, the agency is only half equipped for the job and your ROI will reduce dramatically.

## How able are they?

If the other design agencies you have approached do not seek out answers to these vital questions before or during the briefing process, you chose the wrong agency to market your business.

Here are some of the questions Boost would like to ask you:

- What do you *ultimately* want the work we undertake for you to achieve for your business?
- How do you envisage this being measured?
- Will the work be supported by, or linked to, any other literature / marketing strategies?
- Do you see this project as a short-term solution?
- What other forms of marketing is your company currently engaged in?
- What percentage of your business is repeat custom?
- What is the main reason your customers use you?
- Who are your main competitors?
- What are their USPs?
- What are **your** USPs?
- What are your company values?
- If we asked your staff the last 2 questions, would they know the answers?
- What is your top-seller currently?
- What do you want your top-seller to be?
- Have you set aside a design and marketing budget? What have you set aside for this job?
- Do you have the facilities to handle a strong response?
- (Printed material) How and where will the literature be distributed?
- (Websites) How often will the website be updated?
- Have you set aside a budget for imagery?