

15 QUESTIONS AGENCIES SHOULD ASK PROSPECTIVE CLIENTS

1. What are your business goals and how do you plan to achieve them?
2. Who is your target audience and what are your interests, needs, and behaviors?
3. What are the unique selling points of your products or services?
4. What kind of brand image do you want to convey to your target audience?
5. What kind of previous experience have you had with PR and advertising agencies?
6. Who are your main competitors and how do you differentiate yourself from them?
7. What kind of messaging or key points do you want to convey in your campaigns?
8. What kind of tone and style do you want to use in your campaigns?
9. What kind of media outlets or channels have you used in the past? And how have they performed?
10. What are the key dates or events that you want to align your campaigns with?
11. How do you measure success and what are your key performance indicators?
12. What kind of support and involvement can we expect from your team during the campaign?
13. What are the potential challenges or obstacles we should be aware of?
14. What is your timeline for implementing the campaign?
15. What is your budget for PR and advertising campaigns?