

## **Content Questionnaire**

Business Name:

Does any digital imagery exist that we may use to create content scenes for you? If yes, what kind (photos, video, graphics, etc.) and from whom may we obtain it?

### **“Preferred” Practice Keywords & Competition**

What words reflect your practice or the way you want it to be perceived? (i.e.: professional, friendly, precise, technical, artistic, etc.)

Describe the major aspect(s) that set your practice apart from your competition:

Please list awards or recognition you or your practice has received:

### **Education, Products & Services**

Are all of your services/products listed on your Web site? If not, please list additional:

Please list unique features/special offers not listed on your Web site (i.e. referral programs, etc.):

What educational topics would you like your customers to know more about?

### **Current Marketing**

In order to properly integrate *ExciteDental* content with your marketing, please indicate if the following forms of marketing may be used as a basis for content development: (we may need to obtain samples of some materials):

- Web Site -
- Brochures/Mailers/Other Collateral -
- Print Advertising (where placed?) -
- TV Advertising (where placed?) -
- On-Hold Messaging -
- Other Marketing & Advertising -

Do you have/what are your official brand (PMS) colors?

Do you have/what are your official fonts/typefaces?

Do you have/what is your official brand tagline/motto and/or logo?

### **Relationship Development**

If you are involved in your community and professional associations, please list activities and memberships you are active with: