

Digital Advertising Questionnaire

Customers

**Who is your target audience? Demographics?
Psychographics?**

Please describe your company's avatar (profile of your ideal customer).

What problem(s) do your customers suffer from?

Anything else we should know about your customer?

Product/Service

What customer problem does your product/service solve?

How does your product/service solve this problem?

What are the benefits of your product/service?

What are the features of your product/service?

What is the price range of your product/service?

Who are your competitors?

How is your product/service different/superior to that of your competitors?

Anything else we should know about your product/service?