

Consultation Questions for Digital Strategy

Company Vision & Goals

1. Tell me about your company's mission and vision.
2. What are your long-term goals for the business (3-5 years)?
3. What problem does your company solve, and who are your target customers?
4. What are your biggest strengths and differentiators in the market?

Current Digital Presence

5. Can you walk me through your current website, social media, and digital marketing efforts?
6. What feedback have you received from customers regarding your digital presence?
7. What digital channels are you currently using (e.g., website, email, social media, ads)?
8. What kind of traffic or engagement are you currently seeing on your digital platforms?

Digital Goals & Strategy

9. What are your primary digital goals over the next year?
10. Do you have specific KPIs (Key Performance Indicators) in mind for measuring success?
11. What kind of digital transformation are you looking for?
12. What digital tools or software are you currently using?
13. What content or messaging do you want to highlight in your digital presence?

Brand & Design Preferences

14. How would you describe your brand personality and tone?
15. What colors, fonts, and design styles do you feel represent your brand best?
16. Do you have a logo or visual identity? How do you feel about it?

Competitors & Industry

17. Who are your main competitors, and what do you admire about their digital presence?
18. What are the biggest challenges you face within your industry?
19. Are there any industry trends or shifts that you believe will impact your business?

Customer Journey & User Experience

20. What does the typical customer journey look like for your business?
21. What do you want your customers' online experience to be like?

22. How do you envision customer interaction with your brand digitally?
23. How do you currently collect customer feedback and data?

Budget & Timeline

24. What is your budget range for digital projects?
25. What timeline are you working with for achieving your digital goals?
26. Are there any digital tools or platforms you're interested in exploring?

Final Thoughts

27. What's your vision of success for this digital strategy?
28. What are your concerns or reservations about implementing a digital strategy?
29. Is there anything I haven't asked you that you feel is important for me to know?