**Brand Questionnaire for Ad Campaign Setup**

## **Basic Brand Information**

1.1. What is the name of your brand/business?

1.2. Do you have a tagline or slogan?

1.3. Please provide your website URL (if available):

1.4. Which industry/category best describes your business? *(Dropdown or manual entry)*

* Fashion & Apparel
* Beauty & Skincare
* Health & Wellness
* Food & Beverage
* Education
* Real Estate
* SaaS / Tech
* Local Services
* Ecommerce / D2C
* Others: \_\_\_\_\_\_\_\_

1.5. Briefly describe your brand in one or two sentences.

1.6. How long has your business been operating?

1.7. Where are you based? (City, State, Country)

1.8. Which countries/regions do you currently serve?

1.9. What are your business hours (if relevant)?

## **Product/Service Details**

2.1. Describe your ***core*** product(s) or service(s). *(Simple summary in layman terms)*

2.2. How many products/services do you want to promote in this campaign?

2.3. Please list the name(s) of the product/service and 1–2 key features or benefits of each:

2.4. What makes your product/service different or better than others? (Your Unique Selling Proposition)

2.5. What problem does your product/service solve for your customer?

2.6. What is the typical price range for your product/service?

2.7. Do you have a current offer/discount/promotion running?

2.8. Do you offer physical delivery or online access?

2.9. Do you sell on any other platforms (e.g. Amazon, Shopify, Flipkart)?

## **Brand Identity & Visuals (optional)**

3.1. Do you have a brand logo?

3.2. Do you have brand colors, fonts or a visual style you follow?

3.3. What kind of tone best fits your brand? *(Choose multiple if needed)*

* Friendly
* Professional
* Luxurious
* Bold
* Youthful
* Elegant
* Humorous
* Informative

3.4. Are there any phrases, taglines, or messages you want to include in the ad?

3.5. Do you have existing creatives you'd like us to use? (Images, Videos)

## **Target Audience (Known Info)**

4.1. Who is your ideal customer? (Describe in your own words)

4.2. Are your customers mostly:

*( If B2B: )*  
4.3a. What industries are your customers from?   
4.4a. What job roles or decision makers do you usually deal with?   
4.5a. What is the average size of companies you work with? (Small, Medium, Enterprise)

*( If B2C: )*  
4.3b. What is the typical age range of your customers?   
4.4b. What gender do you mostly sell to?   
4.5b. What are their typical locations or cities?   
4.6b. Any common traits? (e.g., fitness-focused, doctors, entrepreneurs, working moms, advocates,etc.)

4.6. Are there specific languages your customers speak?

4.7. Is there any audience you do NOT want to target?

## **Previous Experience / Business Context**

5.1. Have you run ads before on Facebook or Instagram?

5.2. What platform(s) have you used before?

5.3. What were your results like? (Rough numbers for leads, sales, budget spent, etc.)

5.4. What types of creatives did you use in your previous ads? (Images, Videos, Carousel)

5.5. What worked well or didn’t work in those campaigns?

**Campaign Objectives & Preferences**

6.1. What is your main goal with this campaign? (Lead generation, awareness, sales etc)

6.2. What is your budget range for this campaign? (Total or Daily)

6.3. Do you have specific dates you want to run this campaign? (Start & End)

## **Technical & Tracking**

7.1. Do you have a Facebook Business Manager account & an Ad Account with added payment mode?

7.2. Do you use any email marketing tools or CRMs?

7.3. Would you like to integrate lead form ads with your CRM/email tool?

## **Compliance & Limitations**

8.1. Are there any legal restrictions or compliance issues around your product or service?

8.2. Do you want to avoid using any words, claims or imagery in ads?

8.3. Are there specific audiences you are legally restricted from targeting? (e.g. minors, medical)