

## Client Information Questionnaire: Wicked N Sweet Marketing & Website Design

### Contact Information:

1. Client Name: Dan & James
2. Position/Title: Founder
3. Email Address:
4. Phone Number:
5. Company Name: Wicked and Sweet
6. Company Address: Bristol, UK

### Business Overview:

1. Briefly describe Wicked N Sweet's mission and what makes it unique:
2. What are the core products and services offered by Wicked N Sweet?

### Target Audience:

1. Who is your ideal customer? Describe your target audience demographics (age, gender, location, interests, etc.):
  - Parents, children,  people with sweet tooth
2. What are the key reasons your target audience would choose Wicked N Sweet for their candy needs?

### Brand Identity:

1. Do you have a logo and established brand colors? If yes, please provide details. If not, are you open to logo and branding suggestions?
  - Please paste in the original logo in here
2. Describe the tone and personality you want your brand to convey (e.g., playful, sophisticated, nostalgic, modern):

### **Website Goals:**

1. What are the main objectives of the website)?

- Increase online sales, provide information, boost brand awareness, promote events

2. Do you have any specific features in mind for the website?

- Online candy ordering, bulk orders, party orders, build your own mix, event schedule - book a stand/cart
- AI candy recommendation tool [optional]

### **Website Design Preferences:**

1. Are there any existing websites that you admire in terms of design, functionality, or overall look and feel? Please provide URLs and reasons for your admiration.

- <https://picknmix.shop/>
- <https://candyobsession.co.uk/apps/bundles/bundle/66744>
- Others are in [this](#) document

2. Do you have specific design elements in mind for the website (e.g., candy-themed visuals, vibrant color scheme, playful typography)?

### **Content & Imagery:**

1. Do you have high-quality product photos and images related to your business? If not, do you need assistance with photography or image selection?

- Drive link here

2. Will you be providing the website content, or do you need assistance with copywriting?

3. Are there any key messages or offers you want to prominently feature on the website?

### **Online Store & Products:**

1. Do you plan to offer an online store for customers to purchase candies?

- Shopify + WordPress

2. How many different candy products do you currently offer, and do you plan to expand your product range in the near future?

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### **Events & Promotions:**

1. Tell us about any upcoming events or promotions that you would like to showcase on the website

- Football match
- Candymix-tasting events, special holiday promotions [Optional]

### **Social Media & Marketing:**

1. Do you have active social media accounts? If yes, please provide links. If not, would you like assistance in setting up social media profiles?

- <https://www.instagram.com/wic.kedandsweetuk/?next=%2Fdirect%2Finbox%2F>

2. Are there any specific social media platforms where you want to focus your marketing efforts?

- Instagram, Facebook, TikTok

### **Timeline & Budget:**

1. When would you ideally like the website to be launched? Are there any specific deadlines we should be aware of?

- Sept 2023

2. Do you have a budget range allocated for the website design and marketing services?

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### **Additional Information:**

1. Is there any other information, preferences, or requirements you would like to share to help us understand your vision and goals better?

Thank you for taking the time to provide this information. Your answers will guide our efforts in creating a website and marketing strategy that aligns with Wicked N Sweet's unique identity and goals.