



**CHARLES COMMUNICATIONS
ASSOCIATES, LLC**

CCA'S Prospective Client Screening Questionnaire

This questionnaire is designed to determine whether your company would be well suited to partner with Charles Communications and to help us identify where PR opportunities may exist.

COMPANY OVERVIEW

Company Name: _____

Industry: _____

Briefly describe the products or services your company provides:

Who from the company will be involved in the planning of your public relations?

Please list all key players including email, phone etc.

Primary Contact Name & Title: _____

Office Phone: _____ Mobile: _____ Email: _____

Marketing Contact Name & Title: _____

Office Phone: _____ Mobile: _____ Email: _____

Contact Name & Title: _____

Office Phone: _____ Mobile: _____ Email: _____

Contact Name & Title: _____

Office Phone: _____ Mobile: _____ Email: _____

Communication style – how do you prefer to be communicated with? Email Phone Text

How long have you been in business? _____

Is your company committed to socially responsible business practices? Yes No

If so, please describe: _____

Please list your companies top priorities for the year: _____

MARKETING INFORMATION

How are you currently staffed for marketing? Internal or External _____

Is marketing a priority for your company? _____

Does your top marketing contact have experience with public relations? Yes No

Will your top marketing contact be the spokesperson? Yes No

Has your top marketing contact been trained in media? Yes No

Additional Information: _____

Does your company have experience with a contacts in the media? Yes No

If so, please list your top 5 contacts: _____

Do you currently have an overall marketing plan in place? Yes No

If so, please advise what elements in the marketing mix you are employing:

- Public relations
- Advertising - print, broadcast or digital
- HTML and/or Newsletters
- Website
- Branding (packaging, naming, brand standards)

Have you worked with a public relations firm or representative before? Yes No

If so, were they in-house or out? _____

Who was the company? _____

What services did they provide? _____

Was your experience positive or negative? _____

What worked and didn't work for you? _____

PUBLIC RELATIONS & MARKETING STRATEGY

Are you launching a new product, service, location, or direction? _____

What is the target date for the launch or opening? _____

Who are your current customers and what is your target audience for this new public relations launch?

Who do you consider your competitors and what is your competitive sustainable advantage over them?

In **YOUR** view, what is the current public or media perception of your company, products or services?

What is your desired perception of your company, products or services?

What are your top five key messages:

Are you looking for local, regional, or national exposure or all of the above?

Do you want to reach out to consumer/lifestyle media or specific industry trades, or both?

PUBLIC RELATIONS & MARKETING STRATEGY

What are your expectations of or goals for public relations? What would you like to accomplish?

What are your plans and goals for expansion or growth in 5/10 years?

What is your philosophy on work life / balance?

What is your budget?

Do you engage in any charitable efforts or embrace cause-related marketing as a company?

What else would you like us to know?

Please email completed form to <mailto:creativewhizzes@charlescomm.com>