

CLIENT ONBOARDING / DISCOVERY

Marketing Discovery Questionnaire

For musicians, venues, festivals, and live events

Please answer what you can before our conversation. Short answers are fine. Your responses will help me recommend priorities, define deliverables, and build a scope of work that fits your goals.

ABOUT YOUR BUSINESS

1. Artist, venue, festival, or organization name and website or social links:

2. Who is the main contact, and who will approve marketing decisions?

3. What do you offer, and what makes the experience distinct for your audience?

GOALS AND PRIORITIES

4. What are the top one or two outcomes you want from marketing in the next 3–6 months?

MARKETING DISCOVERY QUESTIONNAIRE

5. Which upcoming shows, tour dates, ticket launches, releases, or announcements need support? Include dates and locations.

6. What would success look like? Examples: tickets sold, attendance, email signups, merch sales, bookings, or engagement.

7. What has been your biggest marketing challenge so far?

AUDIENCE AND OFFER

8. Who is most likely to buy or attend? Include age range, interests, and geography if known.

9. Do you serve different audiences by show, city, genre, ticket tier, or event day?

10. What are your ticket prices or offers, sales links, and key purchase deadlines?

11. Are there upsells or secondary goals, such as VIP, merch, sponsorships, memberships, or private bookings?

MARKETING DISCOVERY QUESTIONNAIRE

CURRENT MARKETING

12. Which channels are active now, and who currently manages each one?

13. What content or campaigns have performed well or poorly? Please share examples or reports if available.

14. Do you have an email list, website analytics, Meta ad account, pixel, or conversion tracking? Who has access?

15. Have you run paid ads? What was the approximate spend, result, and main difficulty?

CONTENT AND BRAND

16. What assets can you provide: photos, live video, music, show artwork, logos, testimonials, press, or past campaigns?

17. Is there a brand guide, preferred tone, or anything your marketing should avoid?

MARKETING DISCOVERY QUESTIONNAIRE

18. How often can your team capture new footage or provide updates during the project?

WORKING TOGETHER

19. Which support do you need? Check all that apply:

☐ Strategy ☐ Social content ☐ Paid ads ☐ Email

☐ Graphics ☐ Website ☐ Other: _____

20. What tasks will your team keep, and what would you like me to own?

21. Who supplies event details and assets, and how far ahead can they be delivered?

22. What is your preferred review process and turnaround time for approvals?

23. What monthly range are you considering for professional services? What separate ad budget is available?

24. When would you like work to begin, and are there immovable launch dates?

MARKETING DISCOVERY QUESTIONNAIRE

25. Is there anything else I should know before recommending a scope of work?

26. For a tour or recurring series, which markets or dates need the most help?

27. For a festival or venue, who manages artist, sponsor, vendor, and partner promotions?

28. Are there ticketing, artist, venue, or sponsor rules we need to follow in ads or content?

29. Which results or reports would you want to review, and how often?

30. Are there existing contractors or staff I should coordinate with? What do they handle?

CONVERSATION NOTES

MARKETING DISCOVERY QUESTIONNAIRE

Helpful links or files to share: event calendar, ticket links, brand assets, recent performance reports, and examples of past marketing.