# Content Induction Form

*Client: [Name of Client]*

1. Have you invested in content before?
   1. If so, what kind of content? (E.g. blog posts, infographics, mini sites etc.)
   2. Is/was this content produced in-house or by an external provider?
   3. How did this content perform?
2. What are your current content goals? (E.g. brand positioning, winning trust, thought leadership, generating backlinks, increasing organic traffic, increase conversions, creating partnerships with other businesses, creating connections with influencers etc.)
3. Who do you see as your main target audiences?
4. Who do you see as your main competitors?
5. Have you conducted market research before?
   1. If so, through what method? (E.g. surveys, interviews, data analysis etc.)
   2. Has this market research been published? If so, where?
   3. Are we allowed to use the results of this market research in our campaigns?
6. Do you have access to an email database through which we could contribute surveys, newsletter content etc?
   1. If so, how big is this database?
   2. Who is in this database? (E.g. previous customers, B2B contacts, etc.)
7. Do you have access to any data that we could use for data-led content campaigns? (E.g. statistics around popular products or destinations, client case studies etc.)
8. What is your approximate monthly content budget?
9. Are you happy for us to suggest ideas for offline events and activities when we see an opportunity?

## Access

1. Are we allowed access to your Google Analytics?
2. Are we allowed access to the content sections of your CMS? (E.g. your blog, news section, resources section etc.)
3. Are we allowed access to your social media channels?