



CLIENT DISCOVERY WORKBOOK

# *Content Marketing*

MILLENNIAL MEDIA

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# Welcome

## CREATIVE EXCELLENCE CONTINUES HERE

Dear Prospective Client,

Welcome to the next step in the Discovery Phase of Plan to Publish V.20, our signature acquisition and onboarding process for all prospective projects. Thank you for considering Millennial Media for your content marketing and management partner. We believe God has put a message in your heart, and we are delighted to have the potential opportunity to work with you to deliver the Gospel effectively through digital media. Today's trending technology provides countless options to reach a global audience from a strategically connected and cohesive online platform. Together, we are making a difference for eternity!

We realize that establishing a consistent presence online through blogs, social media, email campaigns, or video can be overwhelming and exciting all at once. That's why we've created this discovery workbook—to help you uncover the vision behind your message so that you will be able to clearly communicate your heart to our editorial, design, and production team. We've included several practical and technical questions in this document to assist you in organizing your thoughts, platform details, target audience, communication strategy, content drivers, production needs, and artistic style. This process also enables our team to carry out your project with attentiveness and excellence. The clearer you are in communicating your content and platform preferences with us, the more efficient we'll be in executing our services.

The purpose of the Content Marketing Discovery Workbook is two-fold: 1) to assist you in understanding the creative process and requirements of your project and 2) to establish clear and open lines of communication between you and our team. If you're not able to answer a question, that's ok! It's possible you may not yet have a clear-cut vision for your online content strategy. Please feel free to contact our office if you're having difficulty completing this workbook.

Sincerely,

Mica C. Olinghouse & ENP Team  
Founder / Creative Director  
Millennial Media LLC





# Instructions

## COMPLETE THE WORKBOOK

The second step in the Discovery Phase of Plan to Publish V.20 is completion of the Discovery Workbook(s), a creative exploratory process we require for every project under consideration. This workbook is an **interactive** form, which means that all text spaces in the Discovery Questionnaire section can be filled in directly inside the PDF document! No printing is necessary.

Simply answer the questions to the best of your ability and email the completed PDF to our office. It's as simple as that!

## PAY THE CONTENT MARKETING SUBMISSION FEE

To complete the filing process, click the *Pay Fee Now* button at the end of this workbook and submit your processing fee online. You may also submit payment on our website [here](#).

Please note that submission of this workbook and corresponding fee does **not** guarantee a space in our project calendar. Upon review of your project and discovery workbook, we'll be able to determine if you are a compatible client for our Millennial Media production team.

# Strategy Profile

Full Name & Name of Ministry or Organization

What content marketing services are you interested in? (Blogging, Social Media, Email Marketing, or Video Production)

What online pieces do you already have in place? (Website, business/ministry social media pages, email marketing platform, blog, etc.)

What is the primary source of information that will drive your content for your online platforms? (Ex: Your books, sermons, blog articles, etc.)

# Strategy Profile

Do you feel comfortable in managing your own online content once you've been properly trained, or do you prefer to have someone manage it for you?

Please describe your goals and needs for your content marketing projects. How do these tie in with your ministry, business, or books?

How comfortable are you in learning new technology?

Do you already have an established brand including a logo, ministry or business name, brand colors and fonts, and selected imagery or artistic style?

# Blogging Profile

*\*Please answer this section only if you are selecting a blogging package.\**

What blogging packages are you interested in? (Bloggers Edition Website Starter Pack, Blog Maintenance Silver or Gold, etc.)

Do you already have a website for your blog? If so, what is your website domain, website host, and/or website developer?

If you want our team to build a blogging website for you, what platform and/or template do you prefer? SquareSpace or WordPress? Have you already purchased a domain? If so, please list the domain name and domain host.

If you want our team to build a blogging website for you, have you already gone through a branding process and selected your logo, branding colors, fonts, imagery, and style?

*\*Please Note: If you are requesting a bloggers website, you may also need to answer portions of the Branding Discovery Workbook.*

# Blogging Profile

*\*Please answer this section only if you are selecting a blogging package.\**

If you already have an established brand, please tell us a little about your brand profile and messaging.

If you are wanting blog maintenance, will you be supplying the edited content and images/graphics? Or do you want us to write/edit the content for you and/or find images?

How often do you plan on blogging? (Once a week, twice a month, once a month, etc.)

What is the primary content driver for your blog? Will you be writing these blogs as standalone pieces, or will they be derived from other material like your books or sermons?



# Blogging Profile

*\*Please answer this section only if you are selecting a blogging package.\**

Please tell us a little about your content messaging and voice. How would you describe your writing? Is it inspirational, teaching, conversational?

What is your blog niche? What primary topics and/or keywords are you building your blog around? What are the main categories for your blog roll?

What action do you want the readers to take at the end of each blog post? (Ex: Visit your church, buy a product or service, link to an affiliate product or service, be led to a prayer or resource page, etc.)

What is your blog distribution strategy? Email campaigns, social media, online groups, paid online advertising?

# Blogging Profile

*\*Please answer this section only if you are selecting a blogging package.\**

Who is the primary audience your blog will be targeting? Christian, secular, professional, younger, older?

Are you wanting to monetize your blog with affiliate marketing?

Do you want any additional images inserted into your blog post such as a Pinterest pin, pull quote graphic, infographic, etc?

Do you want to repurpose your blog content and build your social media platforms with designed pull quotes from your blog?

# Email Profile

*\*Please answer this section only if you are selecting an email marketing package.\**

What email marketing package are you interested in? (MailChimp Starter Pack, Campaign Management, etc.) Do you already have a domain email set up? (Ex: myname@mybusiness.com NOT myname@gmail.com)

What will be the primary purpose of your emails? (Newsletters, product promotions, blog distribution, etc.)

Do you have a certain kind of layout in mind for your email? (Ex: Sidebar, number of columns, etc.)

When people open your email, what action do you want them to take? (Ex: Send donation, read blog, purchase book or product, visit website, visit church, download a file, etc.)

# Email Profile

*\*Please answer this section only if you are selecting an email marketing package.\**

Do you already have a mailing list you wish to import into MailChimp? If so, do you want our team to import the data for you to create and segment your mailing lists?

Will you be sending your own edited copy, or do you want our team to write and/or edit the content for you? Will you be sending your own photos as well?

How many templates and/or customized headers do you want? Please specify what each template and/or header will be used for (ie: newsletter, blog, etc.)

How regularly do you plan on sending out emails? What is the primary content driver for these emails? (Ex: material from your blog, your sermon, etc.) Do you want a pop-up subscriber opt-in integrated to your website or blog?

# Social Media Profile

*\*Please answer this section only if you are selecting a social media package.\**

What social media packages are you interested in?  
(Starter Packs, Maintenance, Pinterest Designs, etc.)

What is the primary content driver for your social media? Will your social media posts be derived from your blog content, books, sermons, products, or services?

What social media platforms do you already have set up for your brand? (This does not include your personal pages.) Please list the links below.

What social media platforms do you want to set up?



# Social Media Profile

*\*Please answer this section only if you are selecting a social media package.\**

What social media platforms do you want to focus on first, build, and engage?

What social media content do you prefer most? Written content only or written content integrated with design and/or video?

How often do you want our team to create / post on social media for you? Daily? More than once a day? A few times a week?

Do you plan on using social media soon to help you launch a new book, product, or service? If so, please tell us a little about your launch plan.

# Social Media Profile

*\*Please answer this section only if you are selecting a social media package.\**

What actions do you want people to take after reading your social media post? (Ex: Visit your website, read your blog, book a service, buy a book, join a mailing list or group, etc.)

Do you have a certain style or template you prefer for your social media designed images? Do you prefer a minimalist, feminine, masculine, or trendy style? What is your communication style?

Have you already purchased specific licensed photos you want to use? Or do you want to use free images that complement your brand?

What is your targeted demographic for social media? If you're unsure, what is the targeted demographic for your church, book, ministry, or business?

# Video Profile

*\*Please answer this section only if you are selecting a video production package.\**

What video packages are you interested in? (YouTube Starter Pack, Maintenance, Video Editing, Promo Video, etc.)

How often do you want to post new video content on your YouTube Channel? Do you also want these videos shared onto other social media platforms?

What actions do you want people to take after watching the YouTube video? What links do you want to include? What is your video niche? Are there any specific key topics or longtail keywords you want to use?

If you are requesting a video editing or promo package, please briefly describe the project below. What is the quality of the footage you are submitting and how long is it? How long do you want the final product to be?



*Congratulations!*

You're finished!  
Here's your next step.

You have successfully completed your second step in the Discovery Phase of Plan to Publish V.20! Now simply email this document to our office at [info@millennialmediallc.com](mailto:info@millennialmediallc.com).

We'll be getting in touch with you soon!

**Your Next Step:** Pay the \$25 Content Marketing Project Submission Fee online.

**PAY FEE NOW**

# Resources



info@millennialmediallc.com

## WEBSITE

Other Plan to Publish V.20 Series documents are available on on our website at [www.millennialmediallc.com](http://www.millennialmediallc.com).

Visit the **Resources** page to download any of the following interactive forms:

- New Client Application (Book Production or Digital Media)
- Client Profile (Book Production or Digital Media)
- Editorial Discovery Workbook
- Design Discovery Workbook
- Branding Discovery Workbook
- Content Management Discovery Workbook
- Checklists

Our Packages & Pricing Guides are available on a backend page of our website. Visit [here](#) to download any current edition of our pricing guides.

## SOCIAL LINKS

Connect with us on social media!

