



AMPEd

Australian Music Professional Education & Development

Brand Survey

This questionnaire will help you to get clear about the value of YOUR brand.

Basic Information

Your Name	
Email	
Mobile	
Postal Address	
Skype	
Position in the Band	

Basic Information About Your Band

Band Name	
Band Email	
Band Website URL	
How Long Together	
Type	
Genre	
Style	

It's All About You

Why are you in a band?	
Why THIS band in particular?	
What is your Cause?	
What is your Mission?	
What makes your heart sing?	
What lights you up?	
Where is your power?	
What is your vision for your future?	
What is the legacy you will leave after you are gone?	



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Your Audience

Who is your target market?	
How do they know about your gigs?	
Do you know what they are saying about your band right now?	
What it is about your band that makes you stand out from others of your same type, genre and style?	
How do you currently connect with your target market?	
Where do they hang out – their environment ON and OFF line?	
What do they buy? Brands for clothing, shoes, technology etc	
What factors influence how they spend their money?	
What's important to them?	
How do they communicate?	
What do they read?	
Where do they source their information?	
What brands do they identify with? I.e. Converse,	
What is your Point of Difference as a brand in your marketplace?	
What is different about your band from every other band in the same marketplace?	
What is the unique selling point for your brand? What is the one thing about your band that no other band in your market does or has?	
What is your brand BUFA? Benefit – something a punter gets from your music Utility – a use for your band Feature – something that stands out Advantage – over other bands	
What ten meta tag words do YOU think would lead people to your site in Google searches? Eg: Wedding Band, Rock Band, Party Band	

Leverage What You Already Have

As a band, what is your main story? How do you identify yourself?	
As a band, what do you value the most in life?	
As a band, what is the thing that is missing the most?	
Whose target market are you? Why?	
What books/magazines do you buy and why?	
What education do you seek?	
Why would a journalist do a story about you? What do you offer in terms of news?	



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Technical

What is the current Content Management System platform for publishing information to your website?	
Do you have a code or password to access?	
Who hosts your website?	
Who owns your domain?	
Who currently updates the skin of your site?	
Who currently updates your website content?	
What meta tags are currently on your website?	
Are you happy to keep your current site or would you like to create a new site?	

Navigation Menu

Below are samples of Menu items – do you have specifics in mind?

Home	
News	
Music	
Videos	
Gig Guide	
Bio	
Gallery	
Store	
Subscribe	
Site Map	
Other – add whatever you wish here	
Contact	

Connecting to Your Audience Via Website

Banner Ads?	
Surveys?	
Sponsor Ads?	
Social Media Competitions?	
Do you want Facebook LIKE and Twitter streams on your home page?	
Do you want people to subscribe to your newsletter?	
Do you want to track where visitors come from?	



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On Line Booking Form?	
On Line Store?	
What are you using your website for?	
What function does your site give your business?	
What function does your site give your Customers?	
What information is your site sharing with your customers, potential customers, your networks and your competition?	

Design

What sites have you seen that you like that we could work with for you?	
Do you have a logo?	
Do you have a colour scheme that matches your logo and integrates well On Line with Off?	
Is there a theme that appeals to you?	
Describe what you see when you see the website that reflects your brand?	
Do you have three images that say "Your Brand" or "Your Tag Line"?	
Who is your brand audience – your target market?	
What do they like?	
What turns them on?	
What message does the logo tell the audience?	
What is the COLOUR that says that?	
What is the FONT that says that?	
What is the Tag Line that communicates what you do?	
What symbol communicates the message, the brand and the tag line?	
What does this look like as a symbol alone?	
Who does this mix with the TEXT logo (Colour/Font)	
What background is the website?	
What does the logo look like on a word document?	
What does the logo look like on a business card?	
What does the logo look like on a banner?	
What does the logo look like on a drum kit?	
How do you feel when you see it?	



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Present Promotional Activity

How does your website help you make more money or reach more fans or get more gigs?	
Name at least 2 competitors and provide their web addresses and your comments regarding their “web presence”. Please comment on their strengths and weaknesses in terms of their website, their “web presence” or specific social channels, eg. How they use Twitter, Facebook	
Do you currently have a website, Twitter account Facebook Business Page? Please note all social accounts with urls or profile name.	
Are you currently optimized for local search?	
Have you claimed your Google Places Name?	
Do you allow your customers to review you on line?	
Do you publish testimonials?	
Do you issue coupons?	
Do you discount – when, how and why?	
What resources do you use regularly? Is there a regular supplier who could be a sponsor OR perhaps you could sponsor them?	
Do you have current promotional partnerships?	
Do you have a current Opt In policy for your fans?	
How do you manage and audit this right now?	
What social cause is important to you?	
Do you have a charity partner, media partner, sponsor partner that may share in this cause?	
What could you offer any of these partners that would be of value to them?	

Keep this form, update it every six months and use it to grow and build your Brand.