

# DIGITAL MARKETING MADE EASY



## Kickoff questionnaire\*



### Getting to know your business

- 1- What's your business about?
- 2- What are the key services/products you offer?
- 3- How many year have you been in existence?
- 4- How many employees do you have?
- 5- How many locations do you currently have?
- 6- How many monthly customer do you currently supply approximately?
- 7- What's your business key strengths? Weaknesses?



### Business Goals

- 1- What actions do you want visitors to take from advertising?
- 2- What is the value of each of these actions?
- 3- How many of these actions are you looking for each month?
- 4- Where and when should your ads be running? What languages?
- 5- What is your target monthly budget to spend in Paid Search? (including Agency Fees)
- 6- What's your business key strengths? Weaknesses?



### Product/Services Specific

- 1- What are your most important products/services that you will be advertising?
- 2- Are there any products/services that you SPECIFICALLY DO NOT want to promote?
- 3- What is your approximate margin (in \$) on these products/services?
- 4- Do you have dedicated landing pages discussing these products/services? If so, what are the URLs?
- 5- What are the features/benefits of buying these products?
- 6- Have you developed a persona/avatar of your ideal customer?
- 7- Do you have an idea of the geographical area you would like to target? (country, province/state, city, suburbs)

\*PLEASE NOTE THAT ALL ANSWER ARE KEPT STRICTLY CONFIDENTIAL



## Strategy

- 1- Which of these goals best describes your approach to advertising?
  - Maximize the total number of action taken for the budget?
  - Show my brand in top position whenever possible?
  - Profit is our goal – deliver the most profitable clicks/highest amount of revenue possible
- 2- How aggressively do you want to approach budget restrictions? If profitable clicks are available, should budget be increased?
- 3- How frequently do you want to be updated with account results? (Weekly/Monthly/Quarterly)



## Advertising History

- 1- Have you ever advertised with AdWords before?
- 2- Do you currently have a Google My Business account?
- 3- Are you aware of any keywords related to your products/services that draw in customers?
- 4- Are there any keywords we should avoid in our campaigns?
- 5- Are there any trademarks, copyrights or other information we should know about when writing ads?



## Competitor Analysis

- 1- List your top 3-5 competitors and their websites
- 2- What are your competitors doing right? or better than the industry?



## Account

- 1- Who will be paying for your ads?
- 2- Who should we be contacting with questions/concerns about your Google AdWords Account?
- 3- Do you want us to take over the management of your existing campaign? If, so we will send details to allow us administration rights?
- 4- What level of approval is needed for adding keywords and ads to the account?
- 5- Who do we talk to about getting updates to your website?
- 6- Do you want to generate phone call leads/sales opportunities? If so, what phone number/email should receive these leads?



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