

# PPC DISCOVERY

Understand the client's business in order to provide PPC recommendations and build an effective ad campaign.

COMPANY:

DATE:

## BUSINESS QUESTIONS

1. Brief about your services/products offered:

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2. Who are your typical clients? (Age group, gender, education, profession, etc...)

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3. What is your current website URL? Do you have any other online properties (websites or landing pages)?

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## TECHNICAL BACKGROUND (OPTIONAL)

4. Are you currently running ads or have run ads before? If so do you have any reports from previous campaigns?

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5. Do you have Google Analytics installed already? If so would we be able to get access?

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## ABOUT THE CAMPAIGN

6. What are the objectives for this campaign? (Lead generation, brand awareness, promoting an event or new launch, etc...)

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7. What is the geography we will be targeting?

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8. Are there specific products or services we will be targeting for this campaign?

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9. Are there any objections to using a landing page? If not, what email address should we be forwarding leads to?

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10. Are there any content restrictions or things we cannot say?

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11. Are there any immediate promotions you would like to advertise and when do they expire?

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