

# PPC DISCOVERY

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

## BUSINESS QUESTIONS

1. Brief about your services/products offered
2. Who are your typical clients? (Age group, gender, education, profession, etc...)
3. What is your current website URL? Do you have any other online properties (websites or landing pages)?

## TECHNICAL BACKGROUND

1. Are you currently running ads or have run ads before? If so do you have any reports from previous campaigns?
2. Do you have Google Analytics installed already? If so would we be able to get access?

## ABOUT THE CAMPAIGN

1. What are the objectives for this campaign? (Lead generation, brand awareness, promoting an event or new launch, etc...)
2. What is the geography we will be targeting?
3. Are there specific products or services we will be targeting for this campaign?
4. Are there any content restrictions or things we cannot say?
5. Are there any objections to using a landing page? If not, what email address should we be forwarding leads to?
6. Are there any immediate promotions you would like to advertise and when do they expire?

## ADDITIONAL INFO

1. Questions for us? How can we help?