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## PPC Questionnaire

**Thank you for requesting a PPC Campaign analysis. Pay-per-click, can assist you in achieving your marketing goals. In order to begin our research and present a personalized recommendation, please complete the following form.**

{If you have any questions, please do not hesitate to contact us.}

1. Who is your target market? Give us an idea of what your ideal customer looks like.
2. What are the most profitable products or services you offer? We will use these products and services to highlight in our PPC efforts.
3. What is your company's unique selling point? Tell us what makes YOU different to your competitors.
4. Have you done or are you currently doing any other online marketing? Give us some details about your other marketing efforts.
5. Do you have any keyword suggestions? We will conduct a full analysis of your website and industry, that said, are there any specific keywords you would like us to look at? Are there any industry buzz words we should know about? What might your idea client be looking for when they find your business online?
6. Who would you consider your biggest/best/leading competitors? Are there any other competing businesses/websites you would like us to know about? As we research our strategic approach to your PPC campaign, knowing as much as we can about your competitors can greatly improve your strategy for better results.



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7. Are there any specific geographic locations you want us to focus on? Any specific states, or cities?
  
8. What is the biggest goal you hope to achieve through PPC? Is it increased sales from a specific type of customer? More local web traffic? More national enquiries?
  
9. What action would you consider a successful conversion? This could be as simple as landing on your website. Or maybe it is filling out a contact form, downloading an eBook, or purchasing a product from your site.
  
10. Is there anything else we should know as we conduct our initial research and put together a strategy and budget for this PPC marketing campaign?