

## **DISCOVER SESSION: ADVANCED QUESTIONNAIRE TEMPLATE**

### **Standard Questions**

#### **About Your Company and Niche**

- What are your business goals for this year? (growth, awareness, more qualified leads)
- Where do you see the company in 5 years?
- What are your business growth goals?
- What products/services have the highest margins?
- What products/services have the highest movement?
- In your opinion, how do your competitors differentiate themselves from you?
- What is the main differentiator setting your company apart from local competitors?
- Can you identify your largest threats to your business in the community?

#### **Branding/Identification**

- Is there a spokesperson or individual who is typically the face of the company?
- Do you have a slogan or tagline?
- Do you have an established logo?
- How would you describe your brand?

#### **Past Advertising Performance**

- What kind of advertising have you done in the past?
- What do you feel has worked?
- What do you feel hasn't worked?
- What are marketing efforts are you currently engaging in?
- What's your monthly budget for marketing?
- Does the amount vary for specific times of the year? (AKA does demand increase depending on the season?)
- Is there a time of year where there is a greater demand for your services or products?
- What social media channels are you active in, if any?

#### **Advertising Analytics**

- How much does it cost to acquire a new customer?
- How do you monitor the impact of your advertising?

- How much of your business do you feel is attributed to your current marketing efforts?
- What ROI do you get from your advertising?

### **About Your Customers**

- Who are your clients?
  - Geography?
  - Age/Gender/Wealth
- Describe your typical client?
- How do customers currently find you (online, yellow pages, word of mouth)?
- How do customers typically reach out to you? (online form, phone call, walk-in)
- What are the most frequent questions people ask on the phone?
- What are the most frequent objections as to why they wouldn't want to make a decision today?
- How do customers currently make decisions regarding your service?
- How do you re-engage with clients after they express interest? (i.e. requesting information, stopping by, calling in, etc.)
- Is there any demographic that you aren't currently reaching, but would like to?

### **Trigger Mechanism/Conversion**

- Is there a particular call to action you would like to incorporate in any marketing?
- Do you currently offer any new client incentives?
- Do you currently use Google Analytics?
- Who handles your website?
- Would you like to track it if someone calls you because they saw your ad?
- Is there any type of incentive that you would like to offer to encourage people to reach out to you?

## **ADWORDS**

### **Required Questions**

- Keywords
- Keyword Exclusions
- Taglines
- Services
- Geography
- Location
- Phone Number
- Special Offers
- Ask them if they are on Google Plus
- Important Landing Pages of Your Site
- Do you have Google Analytics Installed?
- Do you have Google Goals set-up?
- Do you have an App?
- Requirements:
- Pay First Month in Advance
- Get back-end login for retargeting codes and analytic code

## **FACEBOOK**

### **Required Questions**

- Target Demo:
- Pictures Available:
- Geographic Area:
- Wealth/Interests/Hobbies:
- Prime Differentiator:
- Most frequent question asked on the phone: