



Client Discovery

The purpose of this document is to gather critical pieces of information during the discovery process that will help me determine proper strategy, clear campaign goal/KPIs and potential campaign structure and required account access . Please answer the questions to the best of your ability, if a question is not applicable simply mark N/A.

Business Name:

Business Address:

Business Phone:

Business Email:

Alternative Email:

Website/URL:

PLEASE PROVIDE YOUR LOGIN DETAILS FOR EACH PLATFORM:

Domain Registrar

(i.e. Godaddy, Name.com, Resiter.com, etc.)

Google Account*

(i.e. Gmail, G+, YouTube, Analytics)

Wordpress Login

(i.e. <http://yourdomain.com/wp-admin>)

Analytics Access

(Only if login is separate from Google account)

Include Social Media logins for all in use:

*Additional logins might be required and could include the hosting company if separate than the domain registrar. **If no Google account exists**, client can create a free Gmail account for mutual admin use at <https://accounts.google.com/SignUp>

Competition:

1. Please list your top competitors:
 - a. Indirect:

 - b. Direct:

2. What are the competitive advantages that differentiate your company?
 - a. What do your competitors offer that you don't?

Target Audience:

1. Who is your target audience?
 - a. Primary:

 - b. Secondary:

2. Geographic Focus? City, County, State, National?

Brand Messaging:

1. What are your top call-to-actions?

2. What is the desired response to those actions? (ie phone call, email, walk-in, order online, signup)

