



## 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)

