



## Brief: Google Ads campaign

This brief will help us better understand the specificity of your company and requirements for a promotional campaign. All the information provided in the document is covered by the confidentiality clause and will be used only by our employees during planning and preparation of the strategy. Thank You in advance for all the provided answers.

**1. What characterizes your product or service? What are the main areas of Your company's activities?**

**2. Which operating companies are your indirect or direct competition?**

**3. What differs your product/service from the competition?**

**4. What characterizes your main target group (potential customers)?**

5. Are you currently conducting any other marketing activities in your company than Google Ads campaigns? If so, what kind of them?

6. What's the address of your website? Where do you promote and sell your products/services except your site?

7. Have you ever run Google Ads campaigns (previously Google AdWords) on your own or with the help of an agency?

8. What's your key goal for running a campaign in Google Ads (e.g. sales or awareness)?

9. What territorial scope should the campaign include? Is the campaign supposed to work in specific hours, days or periods of the year (seasonal trends)?

10. Do you have any ready materials to implement the campaign? (visual identification, advertising texts, photos, graphics, video materials, etc.)

**11. What monthly budget you can allocate to activities and advertising in Google Ads during the first 3 months of the campaign?**

**12. What is the maximum cost-effective and acceptable cost of acquiring one client who will sign a contract / buy a product?**

**13. Do you use any tools to measure users behavior on a website, e.g. Google Analytics?**

**14. Contact person**

**15. Contact e-mail address**

**16. Contact phone number**

**17. Name of the company**

Thank you for the time spent on fulfilling this brief. It will be very helpful while making a dedicated pricing and for the campaign creation.