

ONLINE STRATEGY REQUEST



THE • MEDIABEAST
Marketing Group, LLC

Date Strategy Needed by (please allow min 3 business days): _____

AE Name: _____ Market: _____

Business Name: _____

Address: _____ State: _____ Zip Code: _____

Website Address: _____

CAMPAIGN DETAILS

Proposed Start Date: _____ End Date: _____

Would you like a budget recommendation? y N

STRATEGY –CLIENT GOALS AND OBJECTIVES

In order to provide a recommended strategy and budget breakdown we need more information.

Campaign Monthly Budget (or estimate): _____

Breakdown of Revenue by Service: _____

Specific Campaign Goals: *Examples include, "Increase phone calls for water damage by 20%", Hire 10-12 new drivers a months, Increase revenue by 15% for patio furniture", "Increase form fills on website for generator consultations"*

Who is the Target Audience (Age, Income, Lifestyle, etc):

Target Location (where do you want to target- zip, county, city, etc):

Who are the client's top 3 competitors: _____

How much is the typical sale or what is the value of a customer for your client: _____

Did the client grant us access to: Google Analytics Y N Google My Business Y N
It is HIGHLY recommended that we receive access to these services to provide the best strategy possible for your client

What other media is the client using? (OOH, radio, TV, PPC, Display, Social, SEO, SEM, etc):

ADDITIONAL INFORMATION:

[Empty rectangular box for additional information]