

DIGITAL, BUT DIFFERENT



Burne & Royce

PPC Marketing Requirements Questionnaire

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Thank you for your interest in our PPC marketing services! To provide you with the most accurate and effective proposal, please take a few moments to fill out this questionnaire. The more detail you can provide, the better we can tailor our strategy to your unique business goals.

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EMAIL

info@burneandroyce.co.uk

INFO

Companies House
Registered No. 14851756

1 Your contact information

Your name

Email address

Telephone number

2 Business Information

1. What is the name of your business?

2. Your Website URL:

3. What is the primary product or service you want to promote with PPC?

4. What are your top 3 business goals for the next 12 months? *(e.g., increase sales, generate leads, improve brand awareness, reduce cost per acquisition)*

5. What are your specific, measurable PPC goals? *(e.g., "£5,000 in monthly sales from PPC," "100 qualified leads per month," "a 5:1 return on ad spend")*

6. Who is your ideal target customer? *(Describe their demographics, interests, problems, and where they spend time online.)*

7. Who are your main competitors? *(Please provide their website URLs if possible.)*

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3 Your Current & Past PPC Experience

1. Have you run PPC campaigns before?

Yes

No

2. If yes, what platforms did you use? (e.g., Google Ads, Microsoft Ads, Meta/Facebook Ads, LinkedIn Ads, TikTok Ads)

3. What was your experience with previous campaigns? (e.g., successful, unsuccessful, just getting started, need to improve results)

4. What worked well? What didn't? (Please be as specific as possible. e.g., "Google Search ads were too expensive," "Facebook ads got a lot of clicks but no sales.")

5. Do you have access to your previous campaign data?

Yes

No

6. If you are currently running campaigns, please provide an estimated monthly ad spend.

4 Budget & Timeline

1. What is your estimated monthly ad budget? (Please provide a range. e.g., £1,000 - £3,000, £5,000+, etc.)

2. Do you have a separate budget for our management fees, or is the ad spend all-inclusive?

Separate

All inclusive

3. How soon would you like to launch your first campaigns?

4. What is your expected timeframe for seeing results? (e.g., 1-3 months, 6+ months)

5 Tracking & Analytics

1. Do you have Google Analytics (*or another analytics tool*) installed on your website?

Yes

No

2. Is conversion tracking set up? (*e.g., tracking a purchase, a form submission, a phone call*)

Yes

No

3. If so, which conversions are you currently tracking?

4. Do you have a Google Tag Manager account?

6 Your Offer & Value Proposition

1. What makes your product or service unique & what is your main competitive advantage?

2. Do you have any special offers or promotions you'd like to highlight in your ads? (*e.g., "15% off first order," "free shipping," or "free consultation"*)

3. What is the average value of a new customer or client to your business? (*This helps us calculate your return on ad spend.*)

4. What is the typical sales cycle for your product/service? (*e.g., Instant purchase, 2-week consideration, 3-month consultation process*)

7 Access & Logistics

1. Who will be our primary point of contact for this project?

Name

Email address

Telephone number

1. Is there any other information, past reports, or important details you think we should know?

Thank you for completing PPC Marketing Requirements Questionnaire! Please save and send this form to:

info@burneandroyce.co.uk

Don't forget to attach any documents you think we may need:

- Campaign data
- Logins for analytics

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