

Client name	
Company Name	
Phone Numbers	
Package Selected	
Quantity of webpages:	
Website name (case sensitive):	
What is the goal of your site & marketing :	
Who are the visitors of website:	
What is the GOAL of your marketing? What do you want leads, views, branding, conversions...etc.	
Whose your competitor - List of Competitors if known & Liked	
1. Competitor 1	
2. Competitor 2	
Which Digital Marketing activity you want to start with – Selected ? SEO, SMO, ADWORDS, PPC, Email Marketing....etc.	

Who are your prospective clients

Who is your biggest competitor

Are you aware where your money is spent?

Do you know which location you got the maximum response from ?

Is your advertisements running 24x7 ?

What's the life of your ads ?

How to Pitch

Do the need analysis. Ask the right questions?

Goals/Metrics

- "What are the products/services you would like to sell more of?"
- "What is it that you are trying to achieve? (awareness, sales, leads, etc)"
- "What is the average value of a sale/lead?"
- "How many relevant customers would need to visit your web site for one to make a purchase?"

Target Market

- "Who are you looking to reach when you advertise?"
- "Who is your ideal customer?"
- "What area of the country does your business serve?"

Other Advertising

- "Are you advertising offline? (newspapers, yellow pages, flyers, radio)"
- "Do you currently advertise online?"
- "Is your marketing currently working for you? Are you sure?"

How to Pitch

Google Partners

Help your client find the weak spots

(Offline)

Do you understand that with your current marketing:

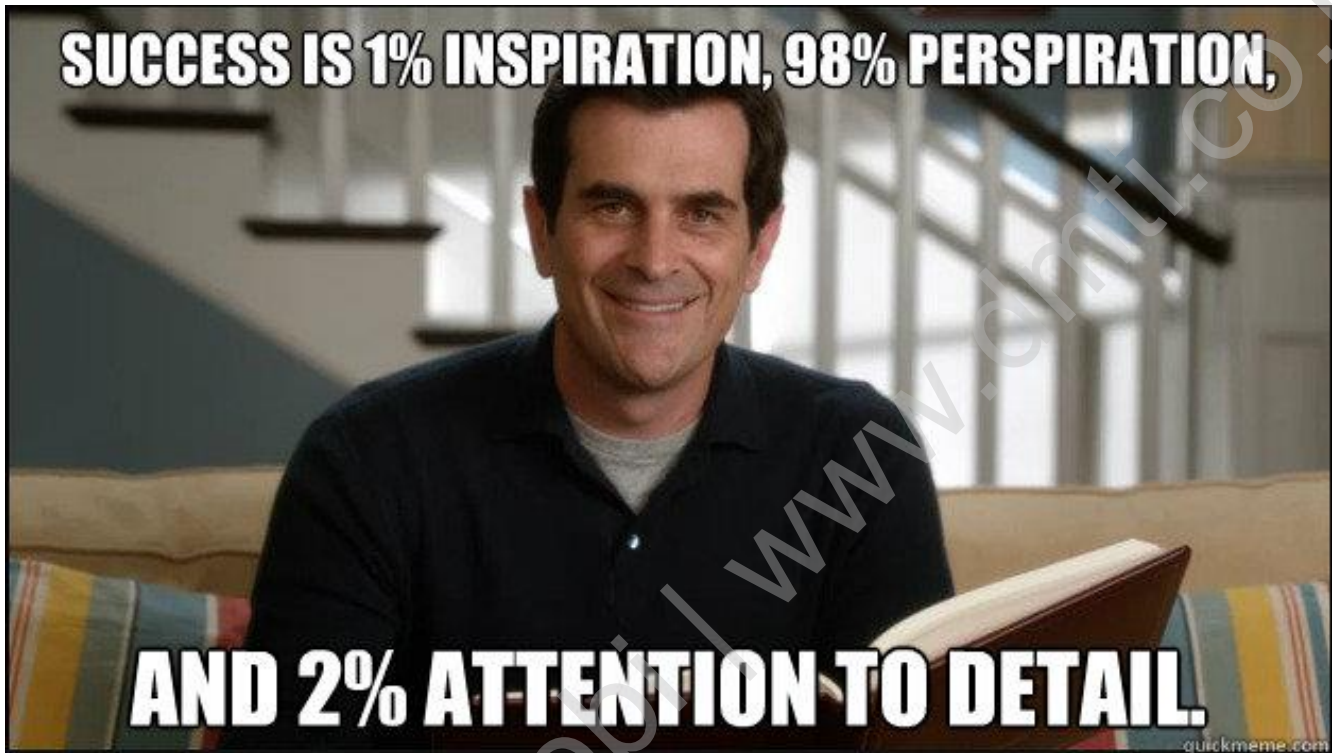
- a. you're not reaching all potential prospects
- b. you're spending money to target people who aren't relevant
- c. you've no idea the impact your ads are having

Online)

- a. Are you meeting your online marketing objectives (Leads, CPA)?
- b. Are you getting your full share of the market?
- c. Is your marketing profitable?

Client Sign : _____ Your Company

Sign: _____



Your
attitude
is like a
price tag,
it shows how
valuable
you are.