

B2B Lead Gen SEM Setup Questionnaire

Company Information

Company Name

Website URL

Industry / Sector

Contact Information

Contact Person Name

Email Address

Phone Number

Campaign Objectives

Primary Goals (e.g., demo bookings, consultation requests, etc.)

Key Performance Indicators (KPIs)

Target Audience

Target Industries

Geographical Targeting

Job Titles / Decision Makers

Company Size

Advertising Details

Monthly SEM Budget

Previous SEM Experience

Main Competitors (if any)

Lead Qualification & Process

What defines a "qualified lead" for your business?

CRM or lead management systems in use

Describe your lead follow-up process

Ad & Landing Page Preferences

Brand Guidelines & Messaging Notes

Preferred Call-to-Actions

Existing Landing Pages (URLs)

Additional Notes

Other Important Information or Requirements

