

# Multi-Channel PPC Strategy Intake Form

## Business Information

Company Name

Contact Person

Email Address

Phone Number

Website

## Project Overview

Please describe your business and main products/services

Main goals for PPC (e.g. lead gen, ecommerce sales, awareness)

## Target Audience

Describe your target customer(s)

Geographic targeting (locations, languages)

## Budget & Channels

Monthly ad spend budget (range)

Which channels are you interested in?

☐

Google Ads

☐

Bing Ads

☐

Facebook

☐

Instagram

☐

LinkedIn



YouTube



Other

If Other, specify

## Account Access & Assets

Do you have existing PPC accounts? (please provide account IDs if yes)

Will you provide creative assets (images, videos, ad copy)?

## Tracking & Reporting

What tracking systems do you currently use? (e.g. Google Analytics, CRM)

What metrics are most important to you?

## Additional Information

Is there anything else we should know?