



## ***PPC Campaign Questionnaire***

The following questionnaire is intended to answer all relevant questions to determine parameters for and build proper content around a Pay Per Click campaign. Please answer the questions below as thoroughly as possible.

### **Campaign Basics**

- Client: \_\_\_\_\_
- Client Contact (Name and Email): \_\_\_\_\_
- Campaign Overview (high-level summary): \_\_\_\_\_
- Campaign Time Frame: \_\_\_\_\_
- Budget (if defined): \_\_\_\_\_

### **Audience (Who)**

- Target Audience: \_\_\_\_\_
- Specific Attributes of Target (ie: patient type, interests, etc.): \_\_\_\_\_
- Additional Details (ie: already diagnosed, actively searching care, etc.): \_\_\_\_\_
- Secondary Targets (ie: spouse, caretaker): \_\_\_\_\_

### **Promoted Element (What)**

- Promoted Element (What are you promoting specifically): \_\_\_\_\_
- Element Details (What does it do or what do you want to get across): \_\_\_\_\_
- Specific Purpose (What does it treat, what can it treat): \_\_\_\_\_





### Promoted Element (What) contd.

- Related Areas (What other areas could use the element to reach possible targets):
- Referral Required: ☐ Yes ☐ No
- How Do Recipients Pay: ☐ Insurance ☐ Cash-Pay ☐ Either
- Most Profitable Aspects or Audiences:
- Average Cost of Customer Acquisition: \_\_\_\_\_

### Campaign and Goal(s) (What and Why)

- Ultimate Goal of Promotion (Are you looking to sell equipment, perform procedures, offer therapy):
- Initial Goal of Promotion (Are you educating, looking for referrals, looking for customers call, etc.):
- What is Required of Recipients (ie: Will they have to talk to a doctor first, do they need to pre-fill out forms, do the simply call for consultation):
- Value Proposition (What does it offer recipients specifically):
- Desired Recipient Response (What do you want recipients to do – visit site, call their provider, call you, etc.):

### Geography (Where)

- Area of Campaign: \_\_\_\_\_
- Looking to Target Around Locations: ☐ Yes ☐ No
- List Target Locations: \_\_\_\_\_
- Radius/Region Around Targets (Distance or ZIP Area): \_\_\_\_\_

