**Contact Information**

|  |  |
| --- | --- |
| **Company:** |  |
| **Main Contact:** |  |
| **Contact Phone:** |  |
| **Contact Email:** |  |
| **URL:** |  |

**Login Information**

|  |  |
| --- | --- |
| **Website Login Link:** |  |
| **Website Username:** |  |
| **Website Password:** |  |
| **Who is your web host?** |  |
| **Web host login link:** |  |
| **Hosting Username:** |  |
| **Hosting Password:** |  |
| **Where is domain registered?** |  |
| **Registrar username:** |  |
| **Registrar password:** |  |
| **Email Marketing Platform:** |  |
| **Email Marketing Username:** |  |
| **Email Marketing Password:** |  |
| **CRM Platform:** |  |
| **CRM Platform Username:** |  |
| **CRM Platform Password:** |  |

**Social Media Login Information**

|  |  |
| --- | --- |
| **Facebook link:** |  |
| *Once our social media manager Likes your Page, you will be able to grant them administrative access to your Page.* |
| **Twitter link:** |  |
| **Twitter Username:** |  |
| **Twitter Password:** |  |
| **LinkedIn link:** |  |
| **LinkedIn Username:** |  |
| **LinkedIn Password:** |  |
| **Google+ link:** |  |
| **Google+ username:** |  |
| **Google+ password:** |  |
| **Pinterest link:** |  |
| **Pinterest username:** |  |
| **Pinterest password:** |  |
| **Other Social Sites:** |  |
| **Other Social Username:** |  |
| **Other Social Password:** |  |

**Company Information**

|  |
| --- |
| **Company & Industry** |
| **Is there anything about your product or company that will lend credibility to your sales pitch? This might include awards you’ve won, how long you have been in business, testimonials, how many locations you have, etc.** |
|  |
| **Do you have any existing sales brochures or other forms of collateral you can send us?** |
|  |
| **Who at your company can be used as the “face of the company”? We will use this person for local listings, content creation, and will be setting up Google Authorship for this person.** |
|  |
| **Prospects & Customers** |
| **Who is your ideal prospect or customer? (Men? Women? Ages? Career? And so on…)** |
|  |
| **What keeps them awake at night?** |
|  |

|  |
| --- |
| **What types of websites do they visit or things do they read?** |
|  |
| **What’s your offer to acquire new customers? What are you going to offer as an incentive to your prospects?** |
|  |
| **Why would your prospects NOT buy what you’re offering? (Price? No Trust? List them ALL)** |
|  |
| **I want you to sell me on your product/service. Pretend we are sitting across from you…now sell me!** |
|  |
| **Sales & Marketing** |
| **What are your goals for your online marketing campaign (specific desired outcome)?** |
|  |
| **What is your overall marketing budget for 2014?** |
|  |

|  |
| --- |
| **Who are your key customers/vendors/allies?** |
|  |
| **Products & Services** |
| **What are all the features of your product/service?**  |
|  |
| **What are the major benefits that your customer gets from your product or service?** |
|  |
| **What makes your product/service unique?**  |
|  |
| **What’s the price of your product(s) or service(s)?** |
|  |
| **What type of guarantee do you offer?** |
|  |

**Please save this document and email it to {{account manager name/email}}.
Please also include your logo file and any/all existing marketing collateral.**