

Client Brief – Program Application

1. Company Information

Company name:	
Briefly describe your company:	
Date the business was established:	
Company's revenue for the past year:	
Number of employees (excluding the owner):	

2. Business Differentiation

What makes your business unique compared to your competitors?	
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3. Online Presence

Website URL:	
Instagram:	
YouTube:	
Facebook:	
TikTok:	
LinkedIn:	

4. Advertising Activity

Monthly advertising budget:	
Which channels have you used for advertising? (check all that apply):	<input type="checkbox"/> Google Ads <input type="checkbox"/> Facebook/Instagram Ads <input type="checkbox"/> YouTube <input type="checkbox"/> TikTok Ads <input type="checkbox"/> LinkedIn Ads

	Other (please specify):
Geo-targeting – which regions or locations do you want to target with your advertising?	
Do you have the following tools set up?	Google Analytics Google Tag Manager CallRail

5. Support Needed

What kind of assistance do you need from the agency? (Please describe your tasks and goals):	
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