**MARKETING CLIENT INTAKE FORM**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| COMPANY NAME |  |   |   |   |   |
|   |   |   |
| CLIENT'S FULL NAME |  |   |   |   |   |
|   |   |   |
| EMAIL ADDRESS |  | PHONE NUMBER |   |   |   |
|   |   |   |   |
| JOB TITLE |  |   |   |   |   |
|   |   |   |
| JOB RESPONSIBILITIES |  |   |   |   |   |
|   |
| COMPANY WEBSITE URL |   |   |   |   |
|   |   |   |
| SOCIAL MEDIA PLATFORMS |   |   |   |   |
|   |   |   |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| COMPANY DESCRIPTION |   |   |   |   |
|   |
| DESCRIBE YOUR BUSINESS'S PRIMARY PRODUCTS AND/OR SERVICES: |   |   |
|   |
| STATE YOUR COMPANY GOALS: |   |   |   |   |
|   |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SELECT YOUR PRIMARY TARGET AGE GROUP(S):

|[ ] [ ] [ ] [ ] [ ] [ ]
|  |
| 13-18 YEARS OF AGE | 18-23 YEARS OF AGE | 23-30 YEARS OF AGE | 30-45 YEARS OF AGE | 40-60 YEARS OF AGE | 60 AND ABOVE |

 |   |   |   |
| WHAT PLATFORM HOSTS YOUR COMPANY WEBSITE? |   |   |   |
|   |   |   |
| WHICH ADVERTISING PLATFORMS DOES YOUR COMPANY UTILIZE? |   |   |
|   |   |   |
| WHO ARE YOUR PRIMARY COMPETITORS? |   |   |   |   |
|   |
| WHAT IS YOUR MONTHLY BUDGET FOR ADVERTISING AND DIGITAL MARKETING? |   |   |
| $0.00 |   |   |
| WHICH SELLING PLATFORMS DO YOU USE? |   |   |   |   |
|   |

|  |  |  |
| --- | --- | --- |
| HOW CLOSE IS YOUR COMPANY TO ACHIEVING ITS STATED GOALS? |   |   |
|   |   |   |
| WHAT ARE YOUR PRIMARY MARKETING GOALS?

|[ ] [ ] [ ] [ ] [ ] [ ]
|  |
| INCREASE MARKET SHARE | INCREASE REVENUE | EXPANDCUSTOMER BASE | GROW ACCOUNTS | IMPROVE SEARCHENGINE RANKING | OTHER |

 |   |   |   |
| WHAT SERVICES ARE YOU SEEKING?

|[ ] [ ] [ ] [ ] [ ] [ ]
|  |
| CONTENT MARKETING | WEBSITE DESIGN | SEARCH ENGINE OPTIMIZATION | BRAND DEVELOPMENT | SOCIAL MEDIA MARKETING | PAY PER CLICK/SEM |

|[ ] [ ] [ ] [ ] [ ] [ ]
|  |
| DIGITAL STRATEGY | LEAD GENERATION | MOBILE MARKETING | EMAIL CAMPAIGNS | LANDING PAGE OPTIMIZATION | OTHER |

 |   |   |   |   |

|  |  |
| --- | --- |
| TARGET START DATE |   |
| MM/DD/YY |
| TARGET COMPLETION DATE |
| MM/DD/YY |
| ESTIMATED BUDGET FOR THIS PROJECT |   |   |   |   |
| $0.00 |   |   |
| ADDITIONAL REQUIREMENTS OR COMMENTS |  |  |  |  |  |
|   |

|  |
| --- |
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