

- Dashboard
- Projects
- Reporting
- Calendar
- Tasks
- Utilities
- Templates

### 2019 New Client Questionnaire (FB ADS)

Edit



**Welcome, {{client.firstName}}!**

I want to take a moment to personally WELCOME you to becoming a client with Brandi & Co. I'm so excited to start working with you and growing your business with new leads and sales from Facebook ads. As we start on this journey together and set up for our success, please take time to complete this questionnaire. I can't start working on growing your business until I get these answers back from you.

I am committed to providing the very best service to you as your ads manager and it is my number one goal to treat your business like my own.

So, with that, welcome to my family of clients and if there is anything I can do to make our working relationship better, I'd love to hear from you.

#### ABOUT YOU & YOUR BIZ

First Name:\*

Last Name:\*

E-Mail Address:\*

Phone Number\*

Company Name:\*

Company Website:\*

Facebook Page Name (Business Page)\*



Facebook Ad Account Number:

**Not sure how to find your ad account number?**[Click here](#) to view the help document.**ADD ME TO YOUR FACEBOOK BUSINESS MANAGER**

**These are the directions to adding me as an admin to your business manager** – so I can access the necessary functions within your business manager and/or ads manager.

**1**

Be sure you have a business manager set up. If you've never set one up, you won't have the necessary functionalities to work on your social media and/or advertising.

**2**

If you HAVE NOT set up your business manager, go to <https://business.facebook.com/> and set up the account, FB will walk you through it. Please add a payment method to this business manager for our approved ads and/or boosted posts as necessary.

**3**

To add me to your business manager, Please go to your business manager.

**4**

Select the business manager settings in the left-hand corner drop menu.

**5**

Go to page roles.

**6**

Add me as an admin to both your business manager and ads manager using my Facebook name which is Brandi Watts Mowles or by email at brandi.watts@me.com

**7**

Once this is done, let me know!

**ADDRESS**

What is the address of your business? \*  Physical  Mailing

Address 1:\*

Address 2:

City:\*

State:\*

Zip Code:\*



## TELL ME A LITTLE ABOUT YOU &amp; YOUR BIZ

Please Include Any Brand Information (please list all the fonts and Pantone or Hex colors you use regularly)

Do you use a landing page software? If so, which one?

What email service do you use?

What Social Media platforms are you / your company associated with? (Check all that apply?) \*

- Facebook  
 Twitter  
 Instagram  
 LinkedIn  
 Google+  
 YouTube  
 Pinterest

What is your goal in running Facebook ads?

What is your planned monthly budget as you start testing Facebook ads?

Who are your top 3 competitors?

Please describe in as much detail as possible what your product or service is (please be specific!)

Please describe your ideal customer in as much detail as possible

What are 5 Facebook pages that your ideal customer might be interested in?

Where might your ideal customers shop? (i.e. - Whole foods)

What brands and/or publications are your ideal customers interest in?

Do you know how much a customer is worth to you? What's the value of that customer? How much can you make off of that customer?

Do you have any written and/or video testimonials from your customers?

Do you have videos that can be used for your ad?



What would make working with me a memorable experience for you?

Opt-In Page URL

Sales Page URL

How did you hear about me?

How do you want to do you strategy call? \*

### NEXT STEPS

Once this is returned I will email you a login form. Please use that login form to add all usernames and passwords I need. Then I can complete your audit and we will schedule your strategy call.  
Excited to work together!

