Requirement	Details Needed
Business Information	- Business Name: - Logo and Branding: - Business Address: - Contact Info:
Business Goals	- Primary Goals (Increase Inquiries, Sales, Local Visibility):
Target Audience	- Customer Demographics (Age, Location, Income, Residential/Commercial):
Unique Selling Proposition (USP)	- What makes your services/products unique?:
Lead Generation Target	- Minimum daily leads target: 10 leads per day
Website Presence	- Existing Website (Yes/No): - Website URL: - Changes or Updates Needed:
SEO Keywords	- Main keywords to target (e.g., Water Purifier Service in Gurugram, etc.):
Google My Business Profile	- Do you have a Google My Business profile? (Yes/No): - Need setup or optimization?:
Social Media Strategy	- Social Media Platforms (Facebook, Instagram, LinkedIn): - Content Types (Tips, Offers, etc.):
Paid Ads Strategy	- Interested in Paid Ads? (Yes/No): - Ad Budget: - Key Messages to Promote:
Content Creation	- Any existing visuals or content (Yes/No): - Types needed (Banners, Videos, etc.):
Email Marketing	- Existing customer database? (Yes/No): - Interested in Email Campaigns? (Yes/No):
Local Listings	- Do you want to list your business on directories like Justdial, Sulekha? (Yes/No):
Partnerships	- Interested in forming local partnerships (Housing Societies, Offices)? (Yes/No):
Budget	- Total marketing budget: - Preferred allocation (SEO, Paid Ads, Social Media):
Lead Tracking & Performance	- Tools for tracking leads (CRM, forms): - KPIs (Leads, Inquiries, Conversions):
Project Timeline	- Desired project start date: - Expected duration (e.g., 3-6 months):
Solution/Service	**Details Needed**
Water Purifier Sales	- Types and brands of water purifiers sold: - Key features and benefits of each model:
Maintenance Services	- Types of maintenance offered (regular checkups, filter replacement, repairs, etc.):
Spare Parts	- Specific spare parts sold (filters, pumps, UV lamps, etc.):
Additional Services	- Do you offer installation services? (Yes/No): - Do you provide water quality testing? (Yes/No):
Service Packages	- Do you offer any service packages (e.g., annual maintenance plans)? (Yes/No):
Service Area	- Which locations do you cover for services (Gurugram, Noida, nearby areas)?