**Client Overview—Horizons**

* *Client Profile*
  + Name, location
    - Horizons
    - 611 S. 7th Street, Philadelphia, PA 19147
  + Sales and number of employees
    - Sales
    - 18 employees: 5 kitchen staff, 13 front-of-house staff
  + Goods and services offered
    - upscale, modern vegan dining
  + Key online marketing personnel
    - Nathan
  + Age of company
    - Founded as Horizon’s Café in Willow Grove—1994
    - Moved to Center City as Horizon’s—February 2006
  + url, website age, website management
    - <http://www.horizonsphiladelphia.com/>
    - website age
    - website management
  + Company presence and sales via online and offline channels
    - Company presence and sales via *online* channels
    - Company presence and sales via *offline* channels
  + Other relevant information
    - Dinner / Desserts / Drinks
    - Full bar / wine list
    - Upstairs and downstairs seating
* *Market Analysis*
  + Current and potential customers
    - Current: Older crowd looking for new dining experience, some younger couples
    - Potential:
  + Current and potential competitors
    - Govinda’s (Philadelphia)
    - Candle 79 (New York City)
    - Millenium Restaurant (San Francisco)
    - Mama’s Vegetarian (Philadelphia)
  + Overview of the industry
    - Trend towards lighter, healthier food
    - Environmentalism
    - Mature / Saturated / Growth / etc.?
  + Projected and historical online spend for the industry
  + Market position/specialties
    - Upscale, vegan food
    - Fine dining
  + Unique selling points of the goods/services offered
    - Upscale
    - Philadelphia
    - Vegan
  + Seasonality of their goods and services that the company has identified
  + Other relevant market information
* *Current marketing*
  + Website uses
    - Menu, About, Press, Gallery, Cookbook, Contact, Location
  + Website strengths and weaknesses
  + Website visibility
  + Google Analytics
  + Email campaigns
    - None
  + Offline advertising
    - Philadelphia Weekly
  + Other online / offline marketing
* How should AdWords campaign with the client’s business?