

Thank you for submitting our form!

Here are the details you sent us:

**First name:** Don

**Last name:** Simmonds

**Organization Name:** IPITeC

**Address:** 330 Ave. Avro Pointe-Claire, QC, H9R 5W5 Canada

**Email:** [info@ipitec.ca](mailto:info@ipitec.ca)

**Phone Number:** [1-647-847-7977](tel:1-647-847-7977)

**What have you tried in marketing that has worked?:** I have heard the free preliminary search works, and I offer a 2-for-1 special with certain restrictions.

**How are you getting the majority of your business now? How do most people hear about your business?:** Upwork.com

**What SEO activities have you conducted in the past?:** None

**What search and social media activities have you conducted in the past:** None

**What offline marketing activities have you conducted in the past?:** None

**Top competitors your industry (please list):** This is quite difficult. I couldn't say exactly since I only dealt with others on Upwork. If I were to guess it would likely be incorrect. I think we should discuss this more.

**What marketing do you feel has or could work for you? Please explain?:** Referrals work.

Package Deals work (2-4-1). Free preliminary search (sometimes)

**What marketing services are you interested in trying?:** SEO (Organic Growth Based On Relevant Content on Your Website), LinkedIn B2B Lead Generation, LinkedIn Advertising, YouTube Ads, TikTok Ads, Social media advertising, Social media management, Affiliate Marketing, Website Design, Podcast Marketing

**What barriers/challenges have you met that have stopped you from achieving your marketing goals so far?:** Limited license for the countries seeking to service.

**If you are dissatisfied with your current marketing, what is the primary reason for your lack of satisfaction?:** I have not done any marketing.

**Being as specific as possible, if you were to fast forward three years into the future, what do you feel has to happen in your marketing for you to feel happy with your progress?:** Greater adoption of crypto which will increase client base.

**Have you worked with a digital marketing agency in the past? If so, describe this experience.:** Not really. I started a project but did not complete it.

**Do you have a specific person(s) responsible for managing marketing?:** No.

**What is your estimated average customer lifetime value?:** Generally I would say each customer can bring an average of \$1000. This estimate is skewed as some customers bring referrals.

**What keywords do you wish to rank for or bid for on Google. We will analyse these keywords and advise you on the terms you need to target for best results/ROI.:** I will send you an Excel with

all the key words analyzed.

**List each website address you wish to promote.:** <https://www.linkedin.com/in/d-s-899164166/>  
[www.ipitec.ca](http://www.ipitec.ca)

<https://www.upwork.com/freelancers/~01aaed6b724b7f38aa>

**What is your average monthly ad spend with Google Ads?:** 0

**Please list your main business services in order of importance. Please list the webpage for each service if one already exists on your website:** 1) Trademark registration and portfolio management 2) IP consulting 3) Custodial and transactional services for digital currencies

**What locations do you wish to advertise within? Please list in order of importance.:** US, EU, UK, Canada

**What's your most profitable line of business?:** Trademark Registration

**Are you satisfied with your current website? If you are not satisfied, please briefly explain why:**  
No...it needs to be updated and SEO optimized

**Who's your target audience? Primary, secondary?:** SMEs, individuals, law firms

**How would you describe your ideal customer?:** One that has several trademarks to file in different countries around the world.

**What part of the market do you think you are missing?:** Crypto startups

**Website Administrator login (username/pw)?:** I will have to get this to you since I do not know this at present

**Google Ads login (username/pw)?:** I will have to get this to you since I do not know this at present

**Google Analytics login (username/pw)?:** I will have to get this to you since I do not know this at present

**Other important logins:** I will have to get this to you since I do not know this at present