

# Digital Ads Order Form

## What is the desired start date for this campaign?

*Note: We require a minimum of 10 business days from the date that you submit this form and all required assets are supplied.*

## What is the value of a new customer to your business?

*What is the lifetime value of a new customer to your business? We use this to calculate campaign ROI. If left blank we will use a value of \$100.*

## What is the conversion rate of the leads coming into the business?

*Knowing the conversion rate helps us to calculate ROI based on leads generated for the business.*

## Please specify the goal of this campaign?

*Describe in your own words what results you would like for this campaign to achieve.*

## What is your Website URL?

*Please Note: Tracking code may need to be installed on your website and may be required for reporting.*

## What is your Facebook page URL?

*We will request admin access to your business page to run ads.*

## What is your YouTube page URL?

*This is required for video campaigns that have to run on YouTube.*

### **Where should we target?**

*Please provide target cities, addresses to blueprint, zip codes, or a mile radius around the business location.*

### **What is the special, promotion, or discount that the campaign will feature?**

*This is mandatory unless you are only seeking impressions.*

### **Please supply the top categories that describe the business's products and services.**

*This helps us to build our campaigns and maximize results.*

### **What would make this campaign a success?**

*Help us understand exactly what would be considered a success in running this campaign. This helps us to ensure that we are meeting and exceeding campaign goals.*

### **Any additional notes or specific creative directions regarding this order submission?**

*Please share any additional information that you would like to communicate with us regarding the campaign.*

### **Creative Files**

*Please send us high definition logo, pictures, videos, and anything else you would like us to use*