



Dual Pixel Designs LLC - Do Not Distribute

Marketing Questionnaire



Badlands

STADLER



skipio



JERRY SEINER
DEALERSHIPS

aptive solar

VIVA
CHICKEN

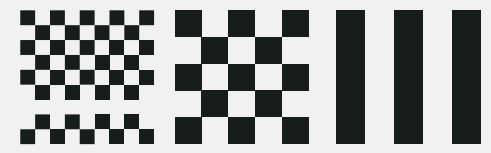
SNOGO



GREENIX
TRUSTED | SUSTAINABLE | DIFFERENT

BUILT

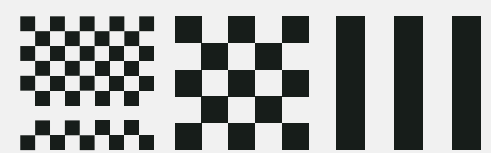
[Li] Lithium™



Questions

- **Description:** Make informed decisions with real-time performance tracking. We monitor key metrics closely and optimize your campaigns based on data insights, helping you continuously improve results and achieve your marketing goals.
- **Questionnaire Points:**
 - What existing tracking mechanisms are in place for your website, social media, and PPC?
 - What specific metrics are most critical for you to monitor for each channel (e.g., conversion rates, social engagement, ad spend ROI)?
 - Who will be responsible for reviewing performance data? How often will performance reviews occur?
 - What kind of ongoing support or consultation do you anticipate needing for optimization?
 - What marketing activities are you currently doing?
 - Which marketing channels are you using right now?
 - Website
 - Are you tracking web visits, conversion
 - Is it capable of taking orders? All Call In, no digital orders
 - Maybe get an estimate
 - Social Media
 - Is it generating revenue?
 - How much do you currently spend on marketing each month?
 - What is your current cost per conversion or cost per acquisition?
 - How many conversions or sales do you typically get per month?
 - What is the average price or value of a sale or project?
 - What are your main goals for marketing in the next 3 to 6 months?
 - Who is your target audience or ideal customer?
 - What is your total budget for marketing services?
 - Do you have any previous experience working with marketing agencies? If yes, what worked and what didn't?
 - How do you measure success or ROI for your marketing efforts?
 - Do you have an internal team or tools to manage marketing campaigns?





Actions to Take

- **Actionables:**
 - **Comprehensive Tracking Setup:** Proper configuration of analytics tools (GA4, GTM), conversion tracking, and custom dashboards.
 - **Regular Performance Reports:** Detailed reports summarizing key metrics, insights, and recommendations for each channel (social, web, PPC).
 - **Optimization Strategies:** Specific, actionable recommendations for improving campaign performance based on data analysis (e.g., A/B testing plans, ad budget reallocation).

