

Onboarding Questionnaire

Welcome aboard! We are looking forward to helping you with your prospecting and sales.

This onboarding questionnaire is to help us fully understand your company service/ product and target market so we can reach out to prospects that are pre-qualified based on your exact criteria.

The leads we produce are only as good as the information you provide, so please be thorough while completing this form.

We'll review your answers, go over the timeline and expectations for the campaign, and answer any questions prior to launch before the Kickoff Call.

*** PLEASE NOTE based on the services contracted we'll need the following access:

PPC: Google Ads, Google Analytics, Google Merchant Account, and potentially the website.

Social Media Ads: Facebook business manager, Facebook page, past Facebook ad accounts

Social Media Content: LinkedIn biz page, Facebook page, Instagram login credentials, Twitter login credentials, GMB, Pinterest biz page, YouTube brand account, etc.

SEO: Website, analytics, Google My Business, search console, and potentially socials for syndication

Branding: Image & video library, style guide, all necessary logos can be uploaded at mongoosemedia.us/onboarding

Thank you!

Mongoose Media



THE BASICS

Your Name _____

Email _____



YOUR PRODUCT / SERVICE AS THE SOLUTION

Description:



What website will we be advertising on behalf of?

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ABOUT YOUR TARGET AUDIENCE

Description:



Tell us about your “ideal customer” - as much as you can.

What are their industries?

What are their job titles?

What type of content do they consume?

(Music, TV Shows, podcasts they follow, books, etc)

What are the pain points they are facing in their personal or professional lives that would motivate them to buy?

Where are they located?

(Only if specific to specific states or countries)

Do you have any noteworthy companies or influencers that we can reference as trust credentials?

(please list them and include links to testimonials & case studies if possible)

Anything else we should know about them?



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ABOUT YOUR PRODUCT OR SERVICE

Description:



What major problem does your target market have that your product / service solve for them?

What is your solution to your target market's problem?

(What's it called and how does it work?)

Is there something special or unique about the problem you solve or how you solve it?

(Please explain in detail)



What are your most impressive statistics?

(EX: We helped X [insert target audience] achieve/mark/save Y over time)



Do you have a track record that sets you apart from your competition?

(EX: length of time in business, number of customers, awards, specialization in a specific vertical...)

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LOGIN CREDENTIALS

LinkedIn URLs

Which pages do you have and which pages would you like us to incorporate in our strategy? If it's your personal page, we'll need first, the URL, then the login credentials. If you have a business page, please be sure to send your personal URL (so we can be friends), your business URL, and then add Lauren Petruzzo as an admin to your business page.

All Things Google

If you have google ads, please add google@mongoosemedia.us as an ADMIN on the account. If you do not know how to add an admin you can visit this page:

https://docs.google.com/document/d/1dO0mh1Igk2_zunnQSiSoOb1aMbNLp04iFFMVy6c7twg/edit?usp=sharing

Do you have a Google Analytics Account?

- YES
- NO
- Can you create one for me?

Do you have an existing Google Ads Account?

- YES
- NO
- Can you create one for me?

What is your google Ads campaign goal?

- Cost Per leads - for **lead generation** campaigns
- ROAS

What is your current ad monthly budget?

Can you grant us access to Google Merchant Center?

- YES
- NO
- Can you create one for me?

Can you grant us access to Google Search Console?

- YES
- NO
- Can you create one for me?

Can you grant us access to Google My Business?

- YES
- NO
- Can you create one for me?

GOOGLE URLS

<https://merchants.google.com/> _____

<https://analytics.google.com/> _____

<https://ads.google.com/> _____

<https://www.google.com/business/> _____

<https://search.google.com/> _____

<https://tagmanager.google.com/> _____



COMPETITORS

Who are your top 3-5 competitors?

What makes you unique or different from them?

- ---
- ---
- ---
- ---
- ---

Thank you!

Your answers will be reviewed by the team. We will get back to you in short order if we have any questions or need clarification on any answers.

Welcome to the pack!