



Pre-Visit Homework

1 Decision Maker : _____
 Business Name _____
 Address _____
 Phone: _____
 Email: _____

TRADITIONAL

2 Is this business using any other traditional media? YES NO

NOTE where & what. Have examples ready for your appointment:

DIGITAL MEDIA

3 Does this business have a website? Yes No

Website Address _____

4 Is the site mobile responsive? Yes No

(EXPLORE Web site for marketing strategies: Offers, forms & business description)

5 **SEARCH** Google for this advertiser & list/ print any other digital marketing they do:

SOCIAL MEDIA

6 Does the business have a Facebook? Yes No

NOTE any info from Facebook on digital marketing strategies (offers, contests, etc.):

NOTE number of "Likes" or "Friends:"
NOTE number of times/week they post:

7 Other Social Media used:
 1 Twitter 2 YouTube 3 LinkedIn 4 Instagram 5 Google+

Others: _____



DIGITAL VISIBILITY

8 Check how Business optimizes Google Pg. # Where
(Example search: "Find a Plumber in Any city")
NOTE: how they rank: _____

9 Check Google Map Rankings Map Pg. # Where
NOTE: how they rank: _____

10 Did you see any **REVIEWS** about this business: Yes No

NOTE Reviews: _____

MESSAGES

Based on what you have seen:

11 List the **OFFERS** this advertiser uses to gain new customers & where they were.

12 Describe the **BRANDING** this advertiser uses to describe their business

13 Based on what you have seen, what is this business' **"Unique Selling Proposition (USP**
(What makes them different from their competitors):

