

Top 5 questions needed to go and build a targeted media campaign.

1. Who is the decision maker in the advertising and marketing of your company? Great, so if this is something you want to do, you can sign the agreement to move forward?
2. What is the ACV profit margin or value in a new customer? **Annual Customer Value**. Then do the math. If \$400 profit per customer, a \$4,000 monthly campaign would need a ROI of at least 10 customers over the month!
3. If I can bring you a minimum of 15-20 new customers, based on your profits, would you be interested in scheduling a follow up meeting where I will show you a proven ROI. My goal is to be your IDEA consultant, providing you with solutions.
4. So what are your biggest and most challenging aspects of your business right now? Specifically to growing your current client base and new customers either online or in store?
5. Are you interested in gathering and building a database of your competitors customers? I will be your "exclusive" marketing guy bringing you ideas and solutions. In addition, image having a full time "exclusive" guerrilla marketing expert in your industry.