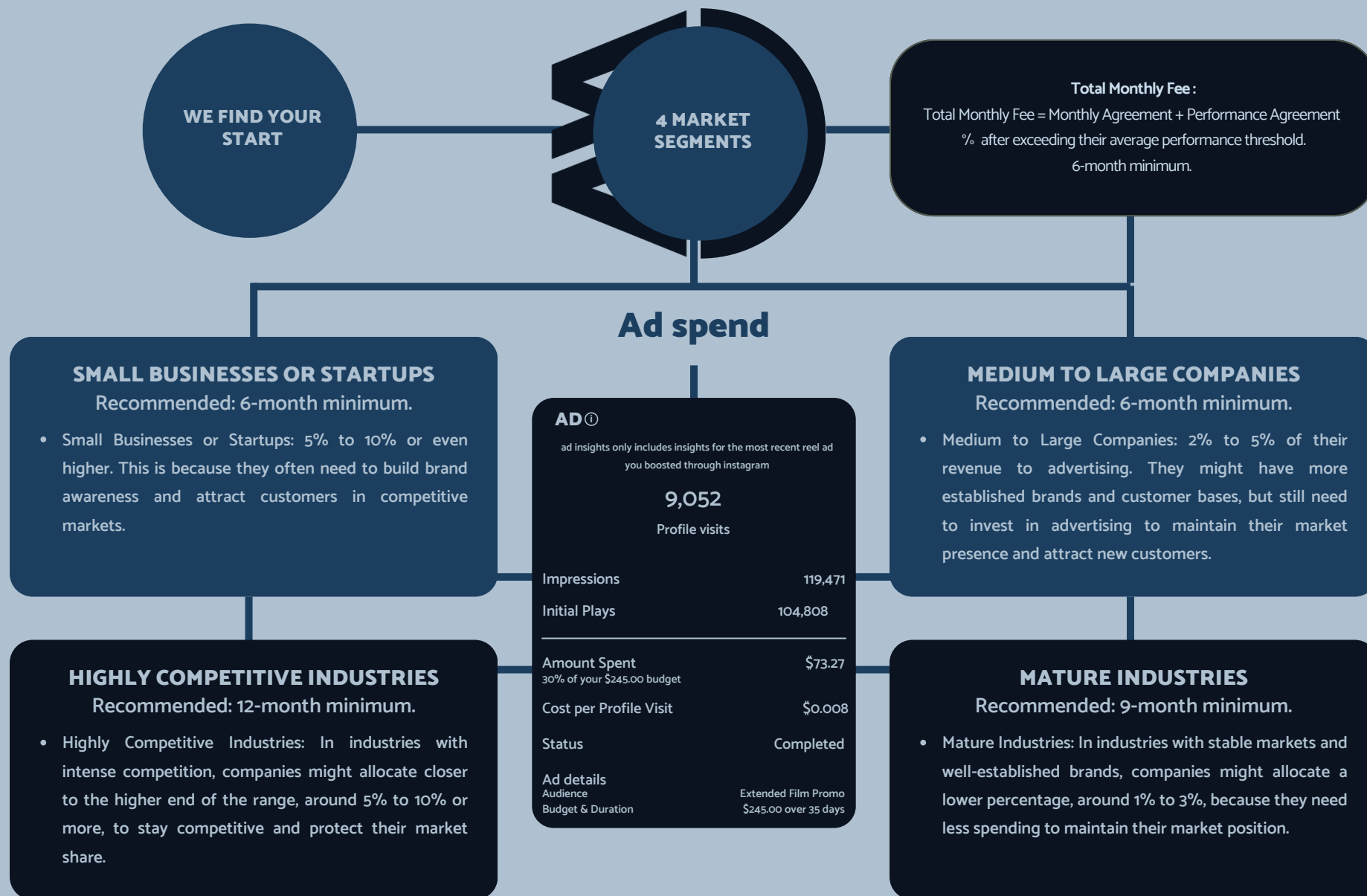


# Foundation: Ad Spend & Business Type



Note: The above example is an actual advertisement campaign that we have successfully executed.

LET'S BEGIN

## BUSINESS OVERVIEW & GOALS

1

- What motivates you to seek SMMA assistance from an agency?

2

- Can you tell us about your current business focus and which specific product line you are looking to prioritize assistance with? What is your target audience?

3

- Do you have multiple brands? If so, which one are you most interested in focusing on?

4

- Can you provide insights into the performance of your business? How long has it been operational, and what are the revenue figures like?

5

- Looking ahead six months, what would define success for your business or partnership?

# ADVERTISING OPERATIONS



```
graph LR; A((ADVERTISING OPERATIONS)) --- B((1)); A --- C((2)); A --- D((3)); B --- B1[• Are you currently managing your advertising campaigns internally, or do you work with an agency?]; C --- C1[• How much time do you typically dedicate to managing your advertising efforts on a daily basis?]; D --- D1[• Could you provide a breakdown of your ad spend and revenue generated over the past month?];
```

1

- Are you currently managing your advertising campaigns internally, or do you work with an agency?

2

- How much time do you typically dedicate to managing your advertising efforts on a daily basis?

3

- Could you provide a breakdown of your ad spend and revenue generated over the past month?

## PRODUCT PERFORMANCE & INVENTORY

1

- What products or services are the top performers in your store?

2

- Beyond your top-selling product, what other items in your inventory perform well?

3

- Can you provide insight into which products contribute the most to your overall sales volume?

4

- Regarding your most successful product, what are the profit margins like?

5

- Do you have information on the sales performance and margins of other key products in your inventory?

## PAST EXPERIENCES & FUTURE PLANS

1

- Have you previously worked with other advertising agencies? If so, what were your experiences like?

2

- What is your revenue goal at six months?

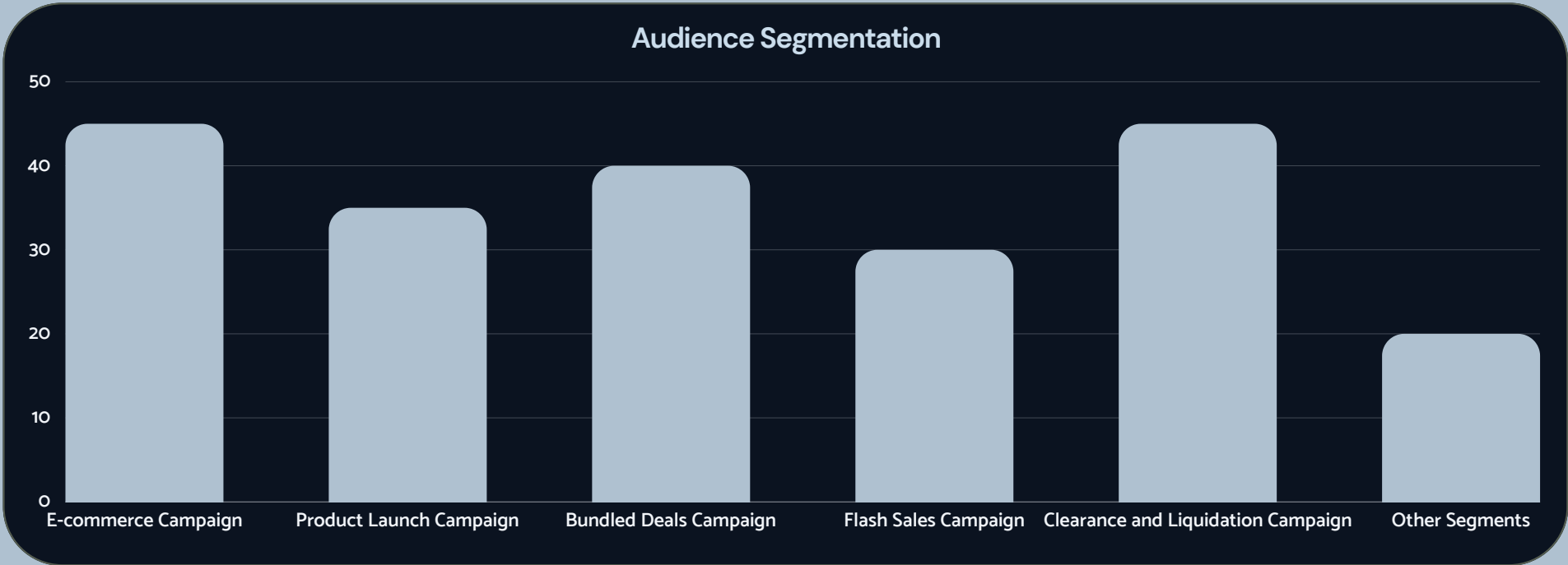
3

- Have you explored or considered expanding into different markets beyond your current target audience?

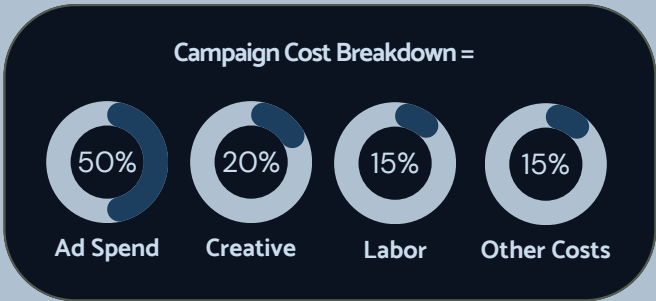
# Campaign Performance Reports

**Campaign Performance Report:**  
This report showcases the performance of marketing campaigns and provides valuable insights through various statistical graph formats.

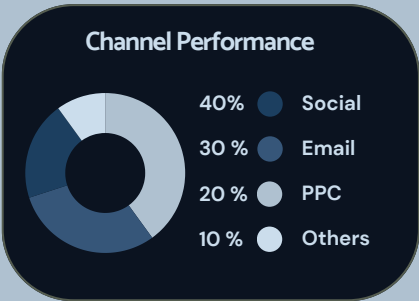
Audience Segmentation



Campaign Cost Breakdown =



Channel Performance



Campaign ROI Over Time

