



Referral Email & Pre-Call Questionnaire

Hi {First_Name},

Thanks for reaching out to us via Roland. Any friend of Roland's is a friend of ours...

We would love to set up a meeting to discuss how we can help you. We are doing things with Facebook marketing that no one on the planet is doing. We've been working with AdWords since before it was a thing, going on 16 years.

We're seeing great success in ecommerce, lead generation, and community building space, and helping our clients grow revenue (profitably), increase leads, and scale their businesses.

So, if you are looking for paid online advertising to help grow revenue, your community, or brand...we can help.

If you don't mind responding to the questions below and tell me a little more about your business, that would be helpful. Then we'll schedule an introductory call. My assistant Jude (cc'd on this email), will schedule the call.

Looking forward to this.

Travis

This will help me get an idea of where you are, and I can do some preliminary research into your business/market/competition and be better prepared to talk.

1. What is your total monthly/annual revenue from all sources? What are your goals for 2019?

2. What is your total online advertising budget for the month/year?

A. What are you currently spending on online advertising? Google AdWords, Bing Ads, Facebook, Instagram, and Amazon.

B. Do you have a budget to allocate toward "testing" or "experimentation" during the first 60-90 days? After we have the first 60-90 days out of the way, we normally target a profitable CPA or ROAS...and most of our clients just open it up as long as we are hitting profitable numbers.



3. What is your target CPA (cost per acquisition) or ROAS (return on ad spend)?

I just need ballpark figures right now, if we work together, we'll dig deep into these numbers later. If you don't know that number, then the average order value will be helpful.

4. Which websites or online properties would you like to send traffic (clicks/visitors) to?

5. Please list your top 3-5 competitors. I will use this for preliminary keyword research.

6. Tell me about your customer profile. Any information is helpful. Demographics, sites they visit, etc, etc.

Thanks again, and I look forward to speaking with you!

Regards,

Travis Phipps

t: [800.868.4503](tel:800.868.4503)

For emergencies, urgent situations, or an immediate response please contact our Executive Admin. She knows how to get in touch with me day or night, and is authorized to handle most issues on my behalf.

Jude Colina

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