



Thank you for your interest in Web Design from The Loop Marketing Inc

Please use the form below to let us know about your project in more detail. For any questions, please call (312) 569-9449. You can email the completed form or any questions to info@theloopmarketing.com.

What is your online business name, if different from your main business name?

Do you currently have a website? If so, please indicate the URL below

Please briefly describe your business, what services you offer, how and where you operate, and who your customers are.

Describe your ideal customer or target audience



Please briefly explain why you are looking for an online marketing strategy and how it can benefit your business

Marketing Online

Describe how you currently advertise/attract new customers.

What is the average value of a sale?

What is the average lifetime value of a customer?

Describe your sales cycle in terms of time (hours vs months) and complexity (quick decisions vs research / bidding process)

Expectations are important. In terms of what matters most to your business (revenue, sales, new customers, signups, etc), what is a realistic goal that you would like to achieve with your online marketing program?



Please list your top (up to 5) competitors (and their websites if applicable)

If you were a customer looking for your business in a search engine (e.g. Google) what words/phrases would YOU search for? (enter up to 20 search terms)

Are you currently working with any other PR or marketing agencies? If so, please describe

Are you currently in the process of making any major changes to the website? If yes, please describe.



What online marketing companies have you worked with in the past?

To the best of your knowledge, have you or a past marketing vendor done anything that is, or could be, considered against Google’s Webmaster guidelines? Define exactly what and be as detailed as possible.

Do you have any website analytics tracking programs, such as Google Analytics, set up on your website. If so, please let us know what kind - we require direct access to measure success.

Will you be able to provide direct access to your website (CMS login and web hosting)? If not, please explain why.

Sites based on Content Management Systems (CMS), like WordPress, have separate logins for people to make updates. Hosting companies (GoDaddy, Hostgator, etc) provide separate access through CPanel. Let us know if we can assist in gaining access to these.

Are you now - or have you ever - done any paid online search advertising, such as Google AdWords? If yes, please briefly explain.



Your Information

Your name

Organization Name

Phone Number

Email

Are there any other important internal or external contacts that we would need to have? Please list with relation, title and contact information

Do you have a logo and/or established image and branding guidelines e.g. fonts, color schemes, hexadecimal / RGB colors, etc? Please describe here.