

Paid Advertising. Crafted®

Crafted

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Paid advertising is not a 'turn on and go' channel, we will consistently make changes and suggestions, learning constantly. Yet, starting with an informed base is the key to success and you can only start off on the right foot if your agency is fully informed.

You can help this journey along by answering the following questions:

- Explain your current situation and what has led you to seek Paid Search assistance.
- What is your level of paid search experience as an organisation?
- Do you have an immediate area of focus (quality of leads, number of enquiries etc.)?
- Which geographic area/s do you want to cover/are a priority for you?
- Do you have any future campaigns already planned?
- Do you have audience profiles?
- Have you mapped user journeys recently?
- Which channels have you used previously and how did they perform?
- What are your USPs that aid conversion?
- What are your barriers to conversion?
- Has your tracking/attribution recently been reviewed?
- Do you track leads from enquiry through to final conversion and/or LTV of client? If so, what is the conversion rate / What is the % drop out between each stage in the marketing funnel currently?
- How do you currently source ad creative for campaigns?
Do you have any current ad creative for review?