* **Business Name :**
* **Website**
  + URL
* **Facebook Page**
  + URL
* **Objective:**
  + Increase in-store traffic, website views, Online Sales, Form Fills?
* **Flights Dates:**
* **KPI (Key Performance Indicator):**
  + How are they going to monitor success?
* **Target Audience:**
  + Demo, HHI, Married/Single, Credit Score, Job Title, Education, etc?
* **Geo-Targeting:**
  + Target Locations? Markets
* **Top Locations to Target within Market**
* **Current Media Strategy:**
  + What are they current doing?
* **Custom Key Words:**
* **Top Competitors:**
* **Major Pain Points:**
* **Tactics they are most interested in**
  + FB/Instagram
  + Snapchat
  + Twitter
  + Tiktok
  + SEM
  + Programmatic Audio
  + Programmatic Display
  + Linkedin
  + Streaming TV
* **Idea Budget:**
  + $5,000/mo