* **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