

# Advertising Survey Form Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Please answer about the advertising campaign we are discussing. If a decision has not been made, say so. Do not include passwords or confidential customer information. All fields are optional.

## 1. Which product, service, or offer is this campaign about?

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## 2. What is the main result you want the campaign to support?

- ☐ More people recognizing the brand
- ☐ More visits or inquiries
- ☐ More trial or sign-ups
- ☐ More purchases or bookings
- ☐ Another result
- ☐ Not decided

## 3. Who is the main audience, and what situation makes the offer relevant to them?

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## 4. Which advertising channels are you using now, if any?

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## 5. Which channels would you like us to consider, and why?

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## 6. What budget information can you share for this campaign? Include the currency and period, or write not decided.

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**7. Are there dates, offer conditions, or approval requirements we should plan around?**

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**8. How will you decide whether the campaign met its main objective?**

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