DB DYNAMO

Onboarding Questionnaire

DB Dynamo Teammates:	
Client Contacts:	

Background	
Outside of what we can explore on the website, are there any other supporting documents/marketing materials/brand guidelines you are able to share for our reference? What is the best way to receive access to these documents (Google Drive?)	
What are the strengths/concerns for the business? Any industry difficulties?	
What makes your brand stand out? What is the value proposition?	
How do you currently generate most of your sales?	
Describe and categorize your current customers. Are there key differences between your top purchasers and other purchasers?	
Describe the overall marketing strategy and approach.	

Media Planning	
Define your ideal target. Are there multiple personas?	
In addition to prospect targeting, is there a loyalty component for existing customers?	
What is the buying cycle like? How much does someone need to know about the brand before they are ready to purchase? Is there anything seasonal about the timing?	
Once a new customer is obtained - how are they nurtured?	
What is the average order value?	
Is there a goal cost for acquisition of a new customer? A goal cost per purchase or ROAS?	
Are there restrictions on the volume of purchasers the business can currently handle?	
Can we leverage existing client data for lookalike audiences? Is it available in segments of "Top Purchasers", "Repeat Purchasers", "Lifetime Value of Purchasers" or similar?	
Is there a list of potential customer contact information to target mid funnel (people who are aware of the brand, but have yet to purchase)?	
Are there any upcoming promotions or unique campaigns that will need to be addressed in the DB + Partners media campaigns outside of the broader strategy?	
What barriers might prevent someone from purchasing?	

Competitor Research	
Who are your competitors?	
What are the differences in these competitors?	

Goal Setting	
What are the brand's short and long term goals?	
What timelines are in place to achieve these goals?	
What KPIs will be used to measure completion of these goals?	
Do you have established budgets and/or desired media channels?	

Assets and Creative	
What exists and what will need to be created? Ads (Images/Videos), Emails, Landing Pages Is there a need for custom landing pages?	
What is the best way to share access of all assets?	
Is the site/landing page UX optimized for the mobile experience? Are CTAs and Checkout Processes clear and easy to navigate?	
Did we run a speed test?	

Tagging and Tracking	
What ecommerce platform is being used (Shopify, Woocommerce etc.)? Can we get access?	
Are there unique guidelines for UTM parameters and tracking in Google Analytics?	
Are there any other tracking considerations?	
Are tracking pixels already placed for media channels (Facebook ads etc.) If not, who do we communicate with for placement of tracking pixels on the website?	
What are the expectations for reporting (presentation style and frequency)?	

Access Requests	
Can we gain access to any existing social media accounts and/or ad accounts? You can add us via hello@dbdynamo.com or use our individual emails.	
Can we gain access to Google Ads?	
Can we gain access to Google Analytics?	
Are there any other relevant tools we should be able to access? Slack, Trello, Microsoft Teams, Email, CRM tools for example.	