



Custom SEM Proposal Form

BUSINESS NAME	BOOK	DATE	ACCOUNT #
SALES REP NAME / #	SALES REP PHONE #	SALES REP EMAIL	
ADDITIONAL SALES EMAIL ADDRESSES			
CUSTOMER NAME	CUSTOMER PHONE #	CUSTOMER EMAIL	

PROPOSED SEARCH ENGINE SPEND <small>(Minimum \$500)</small>		DESTINATION URL
PROPOSED SEARCH ENGINES	ADDITIONAL FEATURES	YOUTUBE CHANNEL URL (For YouTube Advertisers)
GOOGLE	MOBILE	PROPOSED YOUTUBE CATEGORY
YAHOO! / BING	YOUTUBE TRUEVIEW	

Primary Campaign Focus/Suggested Ad Groups:

Campaign Geo-Targeting: (States, City Metros, or DMAs)

Proposed Core Keywords : (including Products, Services, Competitors, Brands & Models carried) – MINIMUM OF 15

Notes: (Please share all information that is needed to ensure that an accurate proposal may be created the first time. Sharing negative keywords, special considerations, areas on customer site NOT to target, areas that are more attractive, past experiences with SEM provider that is relevant. etc.)