

New Client Requirements Checklist

THANKS FOR TAKING AN INTEREST IN EUROPA!

Should you wish to contact us about a *demand generation or market development requirement* you will be taking the first step in our Demand Delivery Process. As part of that journey, we will be looking to find answers to the following questions, so hopefully this will save you time.

Please consider the following, prior to - or during - our initial discussion:

- What led you to contact Europa?
 - Web search
 - Referral
 - Previous working relationship
 - Other source
- What do you need to achieve?
 - Demand Generation
 - Research/Profiling
 - Positive digital responses
 - Channel Development
 - Data Sourcing/Data Management
 - Event Support
- What are you looking to achieve/promote/sell?
- What type of results are you looking for?
 - What is your ideal lead profile?
 - Quantity
 - Size
 - Value

- What type of service/s do you think you need to achieve this?
 - Campaign Advice
 - Data
 - Research
 - Telemarketing
 - Inbound response management
 - Channel support
 - Email marketing/fulfilment
 - Social media support
 - CRM/MA support
 - Sales resource
 - Event support
 - Marketing resource
 - Creatives/Copy
- What is your budget?
- What are your timescales?
 - To start
 - To complete
- Who are you looking to reach?
 - Markets
 - Organisational profiles
 - Which countries/languages do you need to cover?
- Do you need this resource remote/onsite/mixed?
- What have you tried like this in the past?
- What sort of results did you get then and what was your overall experience?
- What would you like to see improved about that?
- What do you consider to be a satisfactory Return on Investment?
- What is your decision/approval process?
- Who makes the decision?
- What would you like to happen next if you are satisfied at this stage?

If you haven't yet spoken to Europa, talk to us and find out how we can help. If you have already spoken to us, when can we meet you? Call us now on 01494 739800 or write to us via enquiries@europa.co.uk.