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SOCIAL MEDIA MANAGEMENT QUESTIONNAIRE

Facebook, Instagram and Twitter

Social media, apart from bringing people closer to each other, has proven to be a vital factor for the growth of businesses and organizations increasing customer engagement and revenue. Below is a request for information needed to ensure your company is accurately represented. All content supplied will be kept confidential. Please be sure to answer all questions – keeping in mind to reflect your TARGET audience.

(Company) Name _____

First name _____ Last _____

Email _____ Cell _____

Address _____

City _____ Prov _____ Postal Code _____

Website _____

Office phone _____ Fax _____

GENERAL QUESTIONS

What does your company do/sell? _____

Keeping your target audience in mind, what tone is preferred when posting?

Professional ___ Personal ___ Funny ___ Inspiring ___ Creative ___ Other _____

Do you have a slogan or motto? i.e. "Hot Fresh Pizza Delivered in 30 Minutes or less":

What gender you are targeting? Male ___ Female ___ Other ___ Age range _____

Income of your target client? \$0 - 50K ___ \$50K - 100K ___ \$100K - 150K ___ \$150K+ ___

Education level: High School ___ College ___ University ___ Other ___ Irrelevant ___

Where do they live? _____

Please state why potential clients/customers are more apt to choose you & your company/product/service over those of your competitors? (Check all that apply.)

Better Price ___ Better Service ___ Better Reputation ___ More Reliable ___ More Convenient ___

Better Appearance ___ Reliable Company Mission ___ Other ___

Who would you say are your biggest competitors? (Please list at least 3.)

1 _____ 2 _____ 3 _____

What are the social media goals you're striving for? (Check all that apply.)

Gain Additional Clients ___ Raise Awareness ___ Raise Reputation ___

Communicate and Engage with Customers ___ Grow a Community ___

Allow Customers to Interact with Company ___ Showcase Services/Products ___

Other _____

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What forms of marketing are you currently utilizing? (Check all that apply.) Direct Mail ___ Print ___ Email Marketing ___ Social Media: Facebook ___ Twitter ___ Instagram ___ Other ___ TV/ Radio ___ Online Marketing ___ Referral/Word of Mouth ___ Trade Shows/Fairs ___ Other ___

Twitter URL ___ # of Followers ___

Do not have Twitter ___ Current Author of tweets ___

Tweet Frequency: 1-2 per day ___ 5 per week ___ 1-3 per mo ___ Not posting ___

Purpose of your Tweets: ___

Company News ___ Product News ___ Personal News ___ Sales or Discounts ___ Other ___

Facebook Page URL ___ # of Followers ___

Do not have Facebook ___ Current Author of posts ___

Facebook Frequency: 1-2 per day ___ 5 per week ___ 1-3 per mon ___ Not posting ___

Purpose of your FB page: ___

Company News ___ Product News ___ Personal News ___ Sales or Discounts ___ Other ___

Instagram name ___ # of Followers ___

Do not have Instagram ___ Current Author of posts ___

Instagram Frequency: 1-2 per day ___ 5 per week ___ 1-3 per mon ___ Not posting ___

Purpose of your account: ___

Company News ___ Product News ___ Personal News ___ Sales or Discounts ___ Other ___

Blog URL ___ # of Followers ___

Do you Blog? Yes ___ No ___ Frequency: 1-3 per week ___ 1-2 per month ___ Rarely ___ Not posting ___

Purpose of your Blog: Company News ___ Product News ___ Sales or Discounts ___ Other ___

COMPANY GOOGLE/ADWORDS ___

Do you have GOOGLE plus? Yes ___ No ___ LinkedIn ? Yes ___ No ___

Google Plus URL ___

LinkedIn URL ___

Please tell us what characteristics your company possesses? (Check all that apply)

News ___ Professional ___ Creative ___ Hip ___ Fun ___ Young ___ Adorable ___ Other ___

Other Characteristics ___

Your company's tag line? ___

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ALIGNED INTERESTS/ORGANIZATIONS *

Please list affiliations (and/or organizations local arts, sports, charity, other businesses) that you /your Company has a current relationship with, or that you would like to be associated with.

Three horizontal lines for text entry.

Consider: Where your potential customers spend their time - you'll want to connect with their favourite restaurants too!

One horizontal line for text entry.

If you have certain organizations that you do NOT want to be associated with please list those here:

Two horizontal lines for text entry.

SOCIAL MEDIA GOALS

Please describe what that successful social media efforts look like to you?

Three horizontal lines for text entry.

If possible, please note each milestone/goals you would like to accomplish through a social media campaign?

In 3 months' time _____

6 months' time _____

1 year _____

What is the target audience that you want to appeal to? Prospective Clients _____ Returning Clients _____

Other _____

COMMUNICATION

How would you like us to respond in the face of spam, malicious postings or comments?

Politely respond for us _____ Contact us before responding _____ Alert us and let us respond _____

ADDITIONAL NOTES OR COMMENTS

Three horizontal lines for text entry.

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Social Media Profile

If you do not have any social media profiles created we will begin with a "landing" page. It is possibly the first encounter that someone is going to have with your brand, and you will want that first impression to make the visitor want to know more about you, your services and/or products. Be sure to enter the name you want to be known as /found under for each social media outlet. We will need a profile photo, plus a cover image your logo and a little more text which best describes you and your business.

Maximum file size: 10MB Accepted file types: jpg, png, pdf.

Four horizontal lines for form input.

Pricing packages for Social Media Management

*Social Media Networks will work together - ask me how.

Table with 3 columns: ENTREPRENEUR (\$149/mo), GROWING BUSINESS (\$299/mo), HIGH-VOLUME (QUOTE/mo). Each column lists services and benefits.

NO MONTHLY CONTRACT NECESSARY julie@inciteful.ca 519-760-2404

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