

Name

E-Mail

Company

Website

Phone

Please answer the following questions.

1. What is your brand's elevator speech? (Quick overview of your business model)

2. What is unique about your business/products/services?

3. Do you have an existing social media campaign that we will be building off of?  
(Or is this a brand new campaign?)

If so, please explain your posting strategy, themes, tone, specific content and any results your efforts have produced.

4. Are you B2B or B2C? Do you sell to consumers or other businesses, or both?

5. What products or services do you want to promote the most and why?

6. Can you describe and define your target audience(s)?

7. What is your target audience passionate about?

8. Which social media platforms do you think apply the most to your company/products/services?

☐ Facebook ☐ LinkedIn ☐ Google+ ☐ Twitter ☐ Instagram ☐ Other

...if other, please specify.

9. What is your goal with a social media campaign?

- ☐ Increase conversions/sell more products/services
- ☐ Build brand awareness/loyalty
- ☐ Position yourselves as a market leader
- ☐ Send people to your website
- ☐ All of the above
- ☐ Other

...if other, please specify.

10. What media types do you feel are most pertinent to your audience or to your company?

☐ Articles ☐ Infographics ☐ Photos ☐ Videos ☐ Other

...if other, please specify.

11. Do you have any ideas for themes/programs/contests we can feature on social media?

12. What spirit/tone do you envision social media presence? You can choose more than one.

☐

Informational/educational

☐

Humorous

☐

Promotional

☐

Other

...if other, please specify.

13. Do you have any industry partners, associations or stores you are aligned with?

14. Do you have any awards, certifications or accreditations?

15. What are some topics or messages that support your brand promise or core messaging?

16. What industry resources/entities/associations are you and/or your audience associated with?  
i.e. websites, blogs, trade journals, etc.

17. Please provide a list of your direct or indirect competitors.

Additional comments not mentioned above...

Thank you for filling out this form as completely as possible!