Logo

Description automatically generatedSocial Media Marketing Intake Form

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| 1. **What is the name of your business?** |
| 1. **In what ways would you like social media to benefit your business?**   ☐ Increase brand awareness  ☐ Generate new leads  ☐ Evaluate customer experience  ☐ Connect with industry leaders/authorities  ☐ Learn about new trends in the industry  ☐ Establish or improve credibility  ☐ Manage online reputation  ☐ Integrate with traditional marketing  ☐ Promote events (i.e. an open house)  ☐ Help customers learn more about your products/services  ☐ Other (please specify) |
| 1. **Of the social media outcomes listed above, please list the top priority for your social media marketing at this time.**   Priority #1: |
| 1. **Who are your target consumers? (Target Audience)**   **Target** |
| |  |  |  | | --- | --- | --- | | Target Consumer Group #1 | Target Consumer Group #2 | Target Consumer Group #3 | |  |  |  | |  |  |  | |
| 1. **Who do you see as your top five (5) competitors?**  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Competitor #1 | Competitor #2 | Competitor #3 | Competitor #4 | Competitor #5 | |  |  |  |  |  | |
| 1. **What are the top three (3) goals for your business over the next 12 months?**  |  |  | | --- | --- | | Goal #1 |  | | Goal #2 |  | | Goal #3 |  | | Additional Info |  | |
| 1. **What strengths/opportunities does your company have currently?**  |  |  | | --- | --- | | Internal Strengths |  | | External Opportunities |  | | Comments |  | |
|  |
| 1. **What challenges does your company face currently?**  |  |  | | --- | --- | | Internal Challenges |  | | External Challenges |  | | Comments |  | |
| 1. **What makes your business unique?** (What makes you different / better than your competition?)  |  | | --- | |  | |
| 1. **Does your company have a written marketing and/or business plan?**  |  |  | | --- | --- | | ☐ Yes | ☐ No | | Comments: |  | |
| 1. **If yes, would you be willing to share your marketing plan with me to help with the work of developing your Social Media plan?**  |  |  | | --- | --- | | ☐ Yes | ☐ No | | Comments: | Please have a marketing budget in mind before we have our Discovery Call. | |