Social Media Marketing Intake Form

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| 1. **What is the name of your business?**
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| 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** |
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| --- | --- | --- |
| Target Consumer Group #1 | Target Consumer Group #2 | Target Consumer Group #3 |
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|  |  |  |

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| 1. **Who do you see as your top five (5) competitors?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Competitor #1 | Competitor #2 | Competitor #3 | Competitor #4 | Competitor #5 |
|  |  |  |  |  |

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| 1. **What are the top three (3) goals for your business over the next 12 months?**

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| --- | --- |
| Goal #1 |  |
| Goal #2 |  |
| Goal #3 |  |
| Additional Info |  |

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| 1. **What strengths/opportunities does your company have currently?**

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| --- | --- |
| Internal Strengths |  |
| External Opportunities |  |
| Comments |  |

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| 1. **What challenges does your company face currently?**

|  |  |
| --- | --- |
| Internal Challenges |  |
| External Challenges |  |
| Comments |  |

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| 1. **What makes your business unique?** (What makes you different / better than your competition?)

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| 1. **Does your company have a written marketing and/or business plan?**

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| --- | --- |
| ☐ Yes | ☐ No |
| Comments: |  |

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| 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?**

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| --- | --- |
| ☐ Yes | ☐ No |
| Comments: | Please have a marketing budget in mind before we have our Discovery Call.  |

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