Social Media Campaign Questionnaire

1. What is your name?

2. What is the name of your company?

3. What is your email address?

5. What is your company website?

6. What is your Facebook Business Page URL? (copy and paste it here) *If you don't have one, please type SET UP FOR ME NOW.*

7. What is your Twitter profile name? *If you do not have a Twitter account and need us to set one up, please type SET UP FOR ME NOW.*

8. What is your Instagram account login? *If you do not have Instagram and want us to set it up for you, please type SET UP FOR ME NOW.*

9. What is your LinkedIn profile URL?

10. Do you own a LinkedIn Group?

11. Do you publish content on a blog or LinkedIn?

- **Are your current clients, competitors or partners on LinkedIn?** *(If yes, add their LinkedIn URLs below - For example, you are a real estate agent who specializes in working with engineer clients from San Francisco. you would not join local real estate groups, you would join local engineering and business development groups in the Bay Area.)* **These groups you list are very important to getting the campaign started on the right foot.**

Ideal Target Prospect Profile *(The criteria listed below is directly related to the "advanced search criteria" available to you execute an LinkedIn Search. Please be as exhaustive as possible when outlining the makeup of your Ideal Target Prospect).*

- **Location:**

- **Industry:**

- **Function:**

- **Seniority Level:**

- **Company Size:**

- **Keywords:**

12. Please add the URLS of 3-6 landing page designs that ideally would capture the attention of future clients. *(For example, landing pages that have compelling offers, attention grabbing graphics, appealing giveaways, etc. Please go a Google search and copy and paste a few urls.*

13. What is your Wordpress Website URL log in? *If you do not have a Wordpress Blog/Website please type DO NOT HAVE*

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14. Send 140 character Bio/Description of your business/services and also a one paragraph bio for yourself and your business

15. Please give us demographics of your target customer? Geographic area, related industries, Zip Codes help if you serve specific areas. *Other helpful Demographics can include, age bracket, gender, profession, ethnicity, income levels, and any helpful information that you will believe help the campaign, please enter below*

16. Do you have any "freebies" you can offer, to help with engagement and to entice the visitor to respond to your call to action? *Please also add any urls of landing page designs and offers that you believe would catch your customer's attention.*

17. What are 5 keywords/phrases that you would like to rank for on Google, when people are searching for your company.

18. Please give a few complimentary businesses or industries that you would like us to target for cross-promotions?

19. If applicable, please provide "LOCAL PAGES", websites that are pertinent to your city, as well as neighboring cities. Use zip codes if it is important. *Include Local Chambers of Commerce, City Calendar Pagesfor local events, Local News Channels, Local Blogs, Local Schools, Parks, Clubs, etc. The more content sources we have the better.* **Take a few minutes to search for them and paste the web site URL here.**

20. What is the main purpose of this social media project for your business?

21. Is there anything we need to know that we have not asked about that you believe would be helpful in the campaign?

22. Are there any other services you need help with for the marketing of your business?
Ex. Website Redesign? Company Branding? Custom Videos? Facebook Contests? E Commerce?

23. Please attach any logos, jpegs, docs. videos. etc that you believe would help with the campaign.

24. What address should we publish on your social media accounts?

25. What contact number should we publish on your social media accounts?

26. What email address should we publish on your social media accounts?

27. Do you have any branding guidelines?

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Thanks for filling out the questionnaire! Feel free to send everything back to me at
kelly@synergydigitalgroup.com

Sincerely,
Kelly Morris
Business Affairs, Synergy

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