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|  | Social Media Questionnaire (**SMQ**) |

The purpose of this questionnaire is to give us a better understanding of your business, target audience, market and operational goals. This will help us tailor custom solutions for your organization and determine the strategy needed for development, optimization and marketing.

Please answer all relevant questions with as much detail as possible and skip any questions which are not applicable to your situation. The word “client” refers a visitor, subscriber, customer or whoever it is you want to visit your social sites.

This questionnaire will take you about 20 minutes to complete.

When complete , please save this file on your computer and upload it to your documents section within portal or you can email it to your account manager when they reach out.

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| Introduction |  |
| What is your Login Name? | Emailed from the City Marketing Portal |
| What is your website address? | http:// |
| What is your business objective(s) for your social media? |  |
| What is the “problem” your company has set out to solve? |  |
| What are your value propositions? |  |
| Please describe the current state of your social media. | [ ] I do not have any social media sites yet  [ ] I only have minimal updates  [ ] I like my current social presence, but I want more people to visit it  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What social media sites do you currently have & what ones are paid advertising? | [ ] Facebook? Facebook.com/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] LinkedIn? Linkedin.com/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] Instagram? Instagram.com/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] Snapchat? Snapchat.com/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] Google + ? plus.google.com/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] Other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] Paid Advertising:  [ ] Google Adwords  [ ] Facebook Ads  [ ] Twitter Ads  [ ] LinkedIn Ads  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Do you want us to update your social media sites? | [ ] Yes, I will give you access to the social media sites so you can update  [ ] No, we will update it ourselves- you just give us the content  [ ] I’m not sure – call me for more clarification |
| His Marketing History |  |
| Have you hired another company to do Marketing in the past? | [ ] No  [ ] Yes, we hired another company to do:  [ ] SEO (Search Engine Optimization)  [ ] Paid Advertising  [ ] SMM (Social Media Marketing)  [ ] Email Marketing (e-Newsletters)  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Did you find it easy to work with them? | [ ] Yes  [ ] Sometimes  [ ] No |
| What did they do well? |  |
| How did they not meet your expectations? |  |
| What Social Media Marketing have you done yourself on your company? |  |
| Marketing Strategy |  |
| How important is it for people to find your social sites when searching Google, Bing, or Yahoo? | [ ] Extremely important (It is the primary way people find us)  [ ] Important (Visitors come to us both through printed material and online resources)  [ ] Low (Visitors primarily go to our site after we have talked to them face to face) |
| Do you do any offline marketing? If so, please define exactly what you’re doing. | [ ] Signs  [ ] Printed Material  [ ] Trade Shows  [ ] Television  [ ] Radio  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What offline marketing has been most successful for you and why? |  |
| How do you currently market online?  Do you have an existing or planned marketing strategy? |  |
| What is the biggest social media marketing challenge you face currently?  And  Which of the following describes you the best? | [ ] This is a new social site, I have no idea  [ ] We are nowhere in Google  [ ] We are not getting visitors to our social sites  [ ] We are getting visitors but they seem to be irrelevant  [ ] We are getting lots of visitors to our social sites but less results (customers are not engaged)  [ ] We were getting good results through our social sites but suddenly it reduced  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Target Audience |  |
| Who is your target client? | [ ] Individuals  [ ] Businesses:  [ ] Start-ups  [ ] Small Businesses  [ ] Big Companies  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Who is the primary target audience for your social sites? | [ ] New potential customers  [ ] Existing customers  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Describe your ideal client (or a typical user you would like to come to your social site)? | Gender:  [ ] Male  [ ] Female  Age:  [ ] Less than 20 years  [ ] 21 - 30 years  [ ] 31 - 50 years  [ ] 51+ years |
| Do your clients have a specific occupation or belong to a certain industry? Please describe. |  |
| Are you targeting a particular demographic? | [ ] Local  [ ] Regional  [ ] National (we offer services to anyone in the country)  [ ] International (we offer services to anyone in the world) |
| Where exactly are your current clients geographically located? |  |
| At present, how did your clients get introduced to you? | [ ] We found them  [ ] They found us  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| How do prospective clients currently contact you? | [ ] Phone  [ ] Email  [ ] Contact Form on our website  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| How do prospective clients learn about you?  Estimate the % for each category. | [ ] % Word of mouth (customer referrals)  [ ] % Networking (going to community events/meetings, etc)  [ ] % Contact us through our website  [ ] % Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] I do not have any clients yet |
| Social Media Marketing Goals |  |
| What is the most important purpose of your social media sites? | [ ] Explaining products and/or services you offer  [ ] E-commerce/generating online sales  [ ] Customer service/client feedback/assisting existing customers  [ ] Social presence/image/corporate presence  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What are your expectations from us in terms of Social Media Management? How would you qualify success? | [ ] We want our social sites to be Search Engine Friendly (We want google.com to know what we do)  [ ] We want our visitors to be more engaged  [ ] We want more visitors coming to our site  [ ] We want more visitors to our site to do a specific action like complete a contact form, make a purchase, request a quote or….  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What do you want visitors to do when they visit your social site? | [ ] Learn about our organization (products/services, etc)  [ ] Contact us by email, phone or by completing a form  [ ] Like our social site / follow  [ ] Sign up for an account on main site  [ ] Download a file  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Competition/Industry |  |
| Who is your competition or other organizations that are similar to yours? List their website addresses. |  |
| What separates you from your competitors? Why do customers come to you and not your competitors? How is your brand unique from your competitors? | [ ] Cost Effective  [ ] Customer Service  [ ] Quality  [ ] Unique Features  [ ] Faster Turnaround Time  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What organizations or industries are supportive and/or complimentary to your products/services? List their website addresses. |  |
| Do you have any strong business relationships or strategic  partnerships? List their website addresses. |  |
| Keywords |  |
| What phrases/words do you think your customers use to find you on Google or social media? |  |
| What phrases/words would you use to find your competitors’ social sites? |  |
| When you talk to your prospective clients what questions/topics do they often ask you about? |  |
| List any geographical terms important to you. |  |
| Please provide your previously targeted keyword information (if available). |  |
| Do you have social media analytics ? | [ ] Yes  [ ] No  [ ] I’m not sure |
| Social Media Content |  |
| Who is responsible for the textual content on the social site?  Who will write it? | [ ] We would like you to assist us in creating great content that will drive traffic to our social site  [ ] We have an experienced content writer named: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Contact # is :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Who is responsible for the graphics on the social sites? Who will design the graphical layout to improve user engagement? | [ ] We would like you to assist us in creating artwork and graphics  [ ] We have an experienced graphic designer named: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Contact # is :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Social Media Habits |  |
| How often are you updating your social media currently? | [ ] We don’t use Social media  [ ] Daily  [ ] Weekly  [ ] Monthly  [ ] Randomly  [ ] Rarely |
| Are you interested in using paid advertising to drive prospects to your social site or website? | [ ] No  [ ] Yes, I’m interested in:  [ ] Google Adwords  [ ] Facebook Ads  [ ] Linkedin Ads  [ ] Twitter Ads |
| Communication |  |
| What communication tools do you prefer? | [ ] Google Hangouts  [ ] Skype  [ ] Zoom.us  [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] Any tool is fine |
| Who in your organization will we be communicating with?  (In order for communication to be efficient we prefer to receive instructions and feedback from only **one** person) | Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Comments/Questions |  |
| Please provide us any additional information here: |  |
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*Congrats on completing this Questionnaire!*