

Thank you for submitting our form!

Here are the details you sent us:

First Name: Don

Last Name: Simmonds

Company Name: IPITeC

Company Phone: [+442035148358](tel:+442035148358)

Email Address: info@ipitec.ca

Main Phone: [+1-469-600-2709](tel:+1-469-600-2709)

Phone Extension:

Upload - High Quality Logo:

Which Social Media Content Management Plan Did You Choose: Standard

Which Social Media ADS Management Plan Did You Choose: Standard

1. Please provide username and passcode of each of your accounts. Some sites like Facebook, GMB, Google Analytics require you add us as co-administrators: -Facebook: don't have one

-Twitter: user: @ipiteccanada pw: @ipitec2012

-Instagram: don't have one

-Pinterest: don't have one

-Linkedin Personal: (this will have to wait until I get the 2AF up)

-Linkedin Company: I willing to open an account - just let me know what steps

-Youtube: don't have one

-Google Business Listing: don't have one

-Tumblr: don't have one

-Reddit: don't have one

-Vk: don't have one

-TikTok: don't have one

2. Please share with us your account urls: -Facebook:

-Twitter: <https://twitter.com/IPITeCCanada>

-Instagram:

-Pinterest:

-Linkedin Personal: <https://www.linkedin.com/in/d-s-899164166>

-Linkedin Company: <https://www.linkedin.com/company/ipitec/>

-Youtube:

-Google My Business Listing:

-Tumblr:

-Reddit:

-Vk:

-TikTok:

2. Please share with us website and hosting login information if we are doing any SEO or

intergration work: -Website Admin Url: <https://www.ipitec.ca/wp-login.php>?

-Website Admin Username: jack@gp.marketing

-Website Admin Passcode: I do not know the password since this would be created by Jack

-Hosting Url: Not sure www.ehosting.ca

-Hosting Admin Username: (let me know if this is necessary as I would have to look this up)

-Hosting Admin Passcode: (let me know if this is necessary as I would have to look this up)

-Domain Registry Url: www.ehosting.ca

-Domain Registry Username: (let me know if this is necessary as I would have to look this up)

-Domain Registry Passcode: (let me know if this is necessary as I would have to look this up)

-Other Key Admin Username/Passcode: I have a superpeer.com account but not sure if that is helpful

3. What are your top goals for your social media campaign? Are you trying to increase

awareness, grow your community, increase engagement, increase website traffic?: Increase website traffic that leads to sales

4. How would you describe the audience you are trying to reach on social media?:

Startups/SMEs with products and services that they are actually, or soon will be, providing.

5.If you have social media accounts created, who is managing the accounts currently? Please

explain your past techniques, content, etc.? What has been effective and what hasn't?: My Twitter is automated with IFTTT so it takes news/blogs/reports and reposts them. Nothing has been effective.

6.How would you describe your brand personality and how would you like your captions and engagement comments to come across? Are you friendly and conversational? Funny or more

serious? Any feedback is helpful.: Friendly and conversational. It's part and parcel to meeting new people every day. I would like them to enjoy the process. I understand I'm selling shovels to people who are mining for gold.

7. Are there any accounts on social media that you admire in your industry? What appeals to you that you'd like to see implemented on your accounts?:

I am not on social media enough to know what is good or not and what would appeal to me. I hear that it is effective for certain industries so I'm open to it.

8. Are there any blogs, websites, or other social media accounts that are relevant to your brand that you monitor regularly and could be used as content resources? Please explain and

include links.: All the tweets from my twitter account come from blogs, websites, and other social media accounts that I feel were relevant (you can see the reference links). There are about four of them.

9. As much as knowing what you like is helpful, we also like to know what you don't like. Are there any topics we should shy away from or any accounts that you do not want us engaging

with during your campaign?: Probably anything related to race, religion, local politics, or the police. These tend to be sensitive topics.

10.In terms of visuals, is there a specific aesthetic you'd like us to stick to for photos or graphics? Please provide branding guidelines if available.:

I like the look of this website - <https://here.co>

It's simple, classy, and classic at the same time. I do wonder if it's a bit too informal for a law

firm/agency website but I like it just the same. I'm open to different colour pallets that may be more inviting.

11. Are there repeat questions you receive regularly on social media we should be aware of?

Our standard practice is to notify you of any questions we don't have answers for and during the campaign we will make note of repeat questions so that we can handle without notifying you every time.: None. I am hoping to train and implement an AI for answering questions on my website as I would like to ultimately automate the entire process of filing a trademark application.

12. What are your top 10 hashtags (If you don't know we can do research for you): Yes please do the research as I'm not on social media as much.

13. What are your top 10 keywords/key phrases that people use to find you on search engines(If you don't know we can do research for you): I have an excel file which I will send to Jacob.

14. Is there anything else that you would like to share with us that you think will be helpful for our team?:

I would like to say that I believe in your expertise and what you think would be best for me. If you do not know enough about the legal field to market effectively, let me know and I'll provide some guidance.

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