

Thank you for submitting our form!

Here are the details you sent us:

First Name: Max

Last Name: Tovar

Company Name: Jet Lending

Company Phone: 1 (888) 654-4280

Your Email Address: maxtovar@mediamax.cc

Your Main Phone & Ext: 7863060672

1. Please provide username of each of your social media sites: Facebook: Jack has them all

Twitter:

Instagram:

Pinterest:

Linkedin:

Youtube

Yelp:

Google Business Listing:

2. Please provide password of each of your social media sites: Facebook: Jack has them all

Twitter:

Instagram:

Pinterest:

Linkedin:

Youtube

Yelp:

Google Business Listing:

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 awareness

- Inbound phone calls from qualified leads

- inbound emails from qualified leads

4. How would you describe the audience you are trying to reach on social media?: 1)

Consumers looking for a home mortgage company (main focus):

Millennials mainly.

Miami-dade & Broward mainly

People looking for Conventional home mortgage, mainly (above all plans)

2) Realtors looking to legally commission for a mortgage referral (not added yet on website)

(See Relo presentation sent to Tamiko by email)

this is to be added soon.

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?

: Jack is. managing them.

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.

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?: n/a

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.: n/a

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?: On general terms, try to follow the same structure of sale promise established on website

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.: follow website branding. et me know if you need assets

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.: .

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

PDF: {submission.pdf}