

Thank you for submitting our form!

Here are the details you sent us:

First Name: Max

Last Name: Tovar

Company Name: VITA (you need another one for JET)

Company Phone: 7863060672

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 the access for everything listed here

Twitter:

Instagram:

Pinterest:

Linkedin:

Youtube

Yelp:

Google Business Listing:

2. Please provide password of each of your social media sites: Facebook: Jack has the access for everything listed here

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?: Generate in-bound phone calls of qualified leads. See Vita website for details: vitamedsupplies.com/

4. How would you describe the audience you are trying to reach on social media?: - only people age 65+

- only members with Medicare

- people with diabetes (glucometer)

- people with urinary incontinence (Indwelling Intermittent Urinary Catheters)

a detailed online document was provided for all these from day 1 a month ago:

<https://1drv.ms/u/s!Am6acyUmBbGWhDSTi9AIXOXwkvoZ?e=Z5IRMI>

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 all social media accounts he has the access. GP's creative approach on social media is

nice, however call to actions and key points have been off target. This was provided originally:

Same pitch for either of the two products:

Exclusive for Medicare Part B members:

Glucometers (or Urinary Catheters depending on post) at little or NO COST to you

We'll work with your Medicare provider to get you maximum coverage or the lowest price possible, and fast delivery to your door.

Fast approval and Free shipping

Just call us and we'll take care of the rest!

1 (888) 849-9288

... just look at website

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 since audience is mainly seniors. I provided a list of potential questions to trigger conversation and inspire creation of blog content, on the one note I originally provided:

<https://1drv.ms/u/s!Am6acyUmBbGWhDSTi9AIXOXwkvoZ?e=Z5IRMI>

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?: Please provide recommendation.

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.: This may help:

<https://answerthepublic.com>

<https://www.diabetes.org/>

and on the one note you may find more sources

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?: Yes, no topics that may potentially offend Christianity.

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 for brand style. Notice logo must have a white background. If you use a background other than white then make logo solid white. Let me know if you need me to send you original native files.

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.: Pitch provided above may answer most common questions, however I will ask the call center to provide a list of most common questions.

12. Is there anything else that you would like to share with us that you think will be helpful for our team?: Yes. I am very concerned that although a month ago I originally provided detailed research data, sales pitch etc.. it seems most of the team was not informed / coordinated about this. There is a disconnect. Client requested a GP project manager to be accountable, and on the lead

from now on, to coordinate all loose ends and make sure everyone is on the same page. Client is able and willing to expand - but only on a results-based approach.

PDF: {submission.pdf}