

Thank you for submitting our form!

Here are the details you sent us:

**First Name:** Sheldon

**Last Name:** Meredith

**Company Name:** Systech USA

**Company Phone:** [561-400-2310](tel:561-400-2310)

**Email Address:** [info@systech-usa.com](mailto:info@systech-usa.com)

**Main Phone:** [561-400-2310](tel:561-400-2310)

**Phone Extension:** -

**Upload - High Quality Logo:**

[4e9e3ad15685072e\\_systech06.png](#)

**Which Social Media Content Management Plan Did You Choose:** None

**Which Social Media ADS Management Plan Did You Choose:** None

**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:

-Twitter:

-Instagram:

-Pinterest:

-Linkedin Personal:

-Linkedin Company: LinkedIn

-Youtube:

-Google Business Listing:

-Tumblr:

-Reddit:

-Vk:

-TikTok:

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

-Twitter: [https://twitter.com/Systech\\_USA](https://twitter.com/Systech_USA). username: confirm with previous agency password: confirm with previous agency

-Instagram:

-Pinterest:

-Linkedin Personal:

-Linkedin Company: <https://www.linkedin.com/company/systechusa/>. We are super admins.

-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 intergation work:**

-Website Admin Url:

-Website Admin Username:

-Website Admin Passcode:

-Hosting Url:

-Hosting Admin Username:

-Hosting Admin Passcode:

-Domain Registry Url:

-Domain Registry Username:

-Domain Registry Passcode:

-Other Key Admin Username/Passcode:

**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 about our brand

-Strengthen and show our thought leadership and experience

-Showcase our portfolio of solutions and services

-Engage with our audience

-Generate leads

-Solutions - Architecture - first part (solves a problem). Solutions are specific to the problem. We cannot list specific solutions. Examples: Storage Expansion, Back up and Recovery, Data Center Build, Specialty Software, Analytics, CPU Growth, Distributed Processing, Distributed Storage.

-Sales - Dell, Arrow, Palo Alto Networks, Training, Software Development, Cloud/Hypercloud

-Services - Consultation, Installation, Monitoring, Lifecycle Management, Outage Recovery, Dimensioning

Systech - Solution Provider from A to Z. (e.g: Client wants to build a data center, Systech - designs a solution that involves sales and equipment and everything the project requieres - services).

**4. How would you describe the audience you are trying to reach on social media?:** -Expert IT people that have their own lab and have the ability to buy equipment/services/software. (price-oriented)

-Other customers like Papa Johns Pizza, not necessarily IT experts. (solution-oriented)

-Customers that are not IT experts at all. Eg: Churches, Schools, Government Administrators. These could be large organizations. ("Systech will handle it A to Z", take burden out of their life, give them peace of mind.)

**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?:**

Schedule call to go through GP social media, content plans.

**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.:** Sincere, ethical, trustworthy, competent, intelligent, reliable, successful, creative

**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?:** Dell, Nokia

**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.:** Dell, Nokia

**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?:** No gimmicky stuff

**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.:** Professional, simplistic, straight-forward, (not light-hearted), serious, hard-core professionals that come up with specific solutions, no gimmicky stuff, to the point.

"Systech will make it happen"

**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. What are your top 10 hashtags (If you don't know we can do research for you):** -

**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):** -

**14. Is there anything else that you would like to share with us that you think will be helpful for our team?:** Branding - Option 4 (branding proposals) was preferred with pop color from proposal 1 to highlight relevant information, elements.

**PDF:**