

Client Social Media Questionnaire

The following questions will help determine social media needs.

1. Tell us a bit about your business or brand: What you do, your vision, your purpose?
2. What are your short-term and long-term social media goals? (This should fit into your business' overall marketing goals.)
3. Who is your target market and how wide is the market you are looking to reach—local (city or metroplex), statewide, national, international?
4. What are your current social media platforms? Are you looking to add any more?
5. What kind of “voice” do you want your online presence to have? (Identify style and tone. Formal or informal). What kind of content do you want to put out?
 - 5a. To help you further envision what you are looking to achieve, are there any examples of business or brand pages that are doing something that you like?
6. Do you want to include images of your product or business on your social media page(s)? Will you be providing all photos or will you need assistance taking photos? (photos can be stored on USB/hard drive, cloud network, or something different)

Comments: