

AUDIT FORM - Social Site (Organic)



Social media introduces followers to your business, your opinions, stories, happenings, and so on. For service businesses such as ours, social media is intended for **conversation and lead generation, not sales**, which is where many businesses struggle, not realizing that click and email collection are fantastic - and post comments, likes, and shares are good too.

You can promote your services through social portals, though taking a softer approach builds relationships with prospects more easily. Simply put, advertise your business delicately and sparingly through social media. The better option is to post updates on social media that attract clicks to your website (e.g., a free webinar or high-value download/checklist).

Getting results from social channels takes time and patience. This can be difficult for businesses with limited time and expect immediate results from their social involvement.

1. Social Site: _____

2. How many followers? _____

3. Is your ideal customer predominantly using this site? Yes / No

4. How many prospects result from this site each month? _____ (on average)

5. If your business relied **ONLY** on this social site for new sales, would you be happy with the results? If not, what 3-5 main steps must you take in the next 30 days to improve results from this channel?

1. _____

2. _____

3. _____

4. _____

5. _____