

CURRENT MARKETING EFFORTS:

CURRENT SOCIAL MEDIA/DIGITAL MARKETING:

WHAT GOALS ARE YOU HOPING TO ACHIEVE WITH INCREASING YOUR SOCIAL MEDIA PRESENCE:

**CUSTOMER SERVICE
INCREASE WEBSITE TRAFFIC
CREATE A SOLID BRAND
OTHER**

**SHARE NEW PRODUCTS
GAIN NEW RAVING FANS
EDUCATE/ENTERTAIN CUSTOMERS**

WHAT DOES YOUR BUDGET LOOK LIKE FOR THIS KIND OF MARKETING WITH FACEBOOK ADS?

WHICH PLATFORMS ARE YOU CURRENTLY ON? PLEASE SHARE THOSE USERNAMES/HANDLES.

DO YOU HAVE AN IDEA OF WHICH PLATFORMS YOU WOULD LIKE TO BE ON?

WHAT ARE 3 COMPANIES WHO YOU CONSIDER TO BE STRONG COMPETITORS?

DO YOU CURRENTLY HAVE AN ACTIVE BLOG THAT IS INCREASING TRAFFIC AND VISIBILITY?

ARE THERE OTHER MARKETING ACTIVITIES YOU ARE OPEN TO EXPLORING, SUCH AS EMAIL MARKETING, LANDING PAGES, LEAD MAGNETS, ETC.?

HOW ACTIVE WILL YOU BE IN THE SOCIAL MEDIA PROCESS?

HOW DID YOU LEARN ABOUT MY COMPANY?