



SOCIAL MEDIA MARKETING

Questionnaire

Affordable Social Media Marketing Services

CURRENT SOCIAL MEDIA PRESENCE

Which social media platforms is your company currently using?
(e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.)

Please provide links to your current social media profiles.

How frequently do you currently post on each platform?

Do you have any ongoing social media campaigns or promotions?

☐ Yes ☐ No

If yes, please specify?

GOALS AND OBJECTIVES

What are your main goals for using social media? (e.g., brand awareness, lead generation, customer engagement, sales, etc.)

Are there specific metrics or KPIs you aim to achieve? (e.g., follower growth, engagement rate, website traffic, etc.)

TARGET AUDIENCE

Who is your target audience? (e.g., demographics, interests, behaviors)

Are there any specific geographic locations you are targeting?

Do you have customer personas or profiles?

CONTENT AND STRATEGY

What type of content resonates most with your audience? (e.g., blog posts, videos, infographics, etc.)

Are there any specific themes or topics you want to focus on?

Do you have a content calendar or specific dates for promotions and campaigns?

COMPETITOR ANALYSIS

Who are your main competitors on social media?

Are there any specific strategies or practices you admire in your competitors?

BUDGET AND RESOURCES

What is your monthly budget for social media management?

Do you have an in-house team that will collaborate with us?
If yes, please specify their roles.

Are there any additional resources you can provide (e.g., graphics, photos, videos)?

PREFERRED SERVICES

What specific services are you interested in? (e.g., content creation, posting and scheduling, community management, paid advertising, analytics and reporting, etc.)

Are you interested in influencer partnerships or collaborations?

☐

Yes

☐

No

Do you need help with social media customer service?

Timeline and Expectations

When would you like to start the social media management services?

Are there any specific milestones or deadlines we should be aware of?

ADDITIONAL INFORMATION

Is there any other information or specific requirements you would like to share?

BRAND AND VOICE

How would you describe your brand's voice and tone? (e.g., professional, friendly, casual, formal, etc.)

Are there any brand guidelines or style guides we should follow?

ADDITIONAL INFORMATION

How do you prefer to receive updates and reports? (e.g., email, phone, video calls)

How often would you like to have meetings or check-ins?

Do you have any files, images, sketches or other documents that might be helpful to our designer? Please send us.

Thank you for taking the time to fill this questionnaire. Please submit this questionnaire to sales@itcompany.services