



**SOCIAL MEDIA MARKETING
QUESTIONNAIRE**

GENERAL QUESTIONS

1. What is your purpose on Social Media and do you require Instagram & Facebook postings?
2. What is your brand's objective?
3. What do you hope to achieve using social media and how will you know you've achieved it?
4. What's the biggest barrier to finding any success on Social Media?
5. How does a Social Media strategy fit with your business growth plan?
6. Describe your target market & audience. Who are they?
7. What social platforms do they specifically use also?
8. What issues matter to them or their business?
9. How do you want your brand to engage them?
10. What social listening or monitoring have you done?

11. Who else (brands/celebrities/people) does your audience engage with?

12. Describe your brand voice or ethos.

13. What tone or content should your posts and Social Media updates have?

14. What is the main message your brand is trying to communicate?

15. What makes your brand different from others?

16. Why do people choose you over your competitors?

17. Do you prefer static posts, video, images or a combinations of all options?

18. What resources, images, files or data do you have available for content creation?

19. What is your workflow process for content from inception to publication?

20. What sign-offs do you require?

21. How often do you want to publish new content to your profiles?

22. How does Social Media tie in with your offline campaigns?

23. What type of content does your audience respond to best (if known)?

24. What type of content do you want to create for your audience (images, video, quotes, blog posts, etc.)?

25. What message are you trying to send with your content?

26. How do you would you utilize user-generated content in your campaigns?

27. What holidays does your client want to observe?

28. What profiles do you have and on which networks?

29. Are you looking to expand to other Social Media networks as well?

30. Are you looking to also narrow your focus to fewer networks?

31. Do you want to provide service on Social Media, like automated chat bots or email?

32. What tools have you used to manage your Social Media profiles until now?

33. How do you intend to measure return on investment?

34. What is working for you (and not working) right now?

35. How does Social Media fit into your sales, marketing or buyer's journey?

36. Have you tried any SMM(Social Media Marketing) in the past? If so please provide details.

37. Do you prefer having any tracking pixels installed on your site?

38. What do you expect from us as your account manager?

39. What reports do you want to see and how often?

40. Who is the person we should contact?

41. How much oversight and control do you want to have?

42. How much input do you want to have into campaigns?

A large part of maintaining a client's overall satisfaction and success, comes from managing their expectations. This questionnaire aims to source exact findings from clients as to what they expect from us and the SMM process. This also helps our Social Media Marketing team in ensuring, there is positive synergy and alignment, with our client's overall objectives.

If our client has expectations that are beyond what we would consider as reasonable and attainable, then knowing this from the beginning enables us to evaluate further as a team. Primarily, we need to come to an agreement about the Social Media Marketing services, essentials and outcomes that we can, or cannot provide.

