

# Social Media Strategy

## Questionnaire

1. Overview/Target Message of Company/Organisation?
2. What problem do you solve for people? What do you do? What are you selling?
3. Do you have a company/organisation database you sign up potential clients/supporters to?
  - a) Is there an enticing offer to get people to sign up?
  - b) Do you keep in regular contact with them via the database/how often do you plan to keep in touch with them?
4. What results have you achieved through Social Media already?
5. What would you like to achieve through Social Media?
6. Who is your Target Market?
7. What Social Media Platforms do you **think** you need to utilize to connect with your Target Market?
8. When are your target market likely to be checking their Social Media platforms?
9. What content do you have to share with your online audience? Products? Services? Knowledge? Tips? Videos? Inner-workings of your company? Photos? News? Quotes?
10. How do you currently engage people to come to you to buy/find out more about you? Marketing? Direct Marketing? Advertising? Do you run draws/competitions? Give stuff away? Give people coupon codes?
11. Do you have a communications/marketing strategy in place?
12. What forms of marketing are you currently utilising, and can you use similar strategies/actions online?
13. Who are some of your closest competition? Names of companies or organisations/links to their websites/social media profiles will help us understand what/who we can help you be better than.