



QUESTIONNAIRE

Dear Clients & Associates

Please read and answer these questions the best to your knowledge. That will help us create a website, to acquire the most qualified leads for your Business. TIA

ON SETTING GOALS

1. What is your brand's goal?
2. What is your brand's overall purpose?
3. What do you hope to achieve with ads? How will you know you've achieved it?
4. What's the biggest barrier to your success?
5. How does social media fit into your growth plan?
6. How often do you publish new content on your profiles?

ON KNOWING YOUR AUDIENCE

7. Who is your target audience?
8. What social platforms do they use?
9. How does your brand engage them?
10. What topics, issues and sources of information matter to them?
11. What type of content does your audience respond to best, (if known)?
12. What problems can you help them solve?
13. What does your audience say about you?
14. Define, what do you want your followers to know about your brand.



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ON DEFINING YOUR BRAND

15. What is your brand voice?
16. What is the tone of your social media updates?
17. What emotions do you hope to convey through visuals and messaging?

ON PLANING CONTENT

18. What type of content best supports your content marketing mission?
19. What are the main topics and categories for your brand?
20. Do you use social media to provide customer service?
21. What type of content do you want to create for your audience (images, video, quotes, blog posts, etc.)?
22. What message are you trying to send with your content?
23. What holidays do your clients observe?
24. What is working for you (and not working) right now?
25. How does social media fit into your sales funnel and buyer's journey?
26. What have you tried in the past?
27. Have you got any tracking pixels installed on your site?
28. Who is the person we should contact?
29. How much input do you want to have into campaigns?
30. What are the most important keywords for your industry?
31. What are your ultimate goals for social media?

SINCERELY,

ADVECTO MEDIA TEAM