

Social Media Marketing Business Profiler

The more information you can provide about your business, the better your social media campaign will be.

Please fill in this form with as much detail as you can, and use the notes box at the end if you have something interesting that isn't covered by this questionnaire.

Company name:

Also known as:

e.g. Alpha Electrical Services might also be known as "AES".

Briefly describe what your company does:

What year did your business start trading?:

Give us a brief history of your business:

Who are your target audience?:

List the **products** you would like us to promote:

List the **services** you would like us to promote:

What is your business vision/mission statement?:

e.g. We want to be a one stop shop for every piece of commercial cookware any kitchen ever needs.

Do you have a business philosophy?:

e.g. We don't go home until every order is dispatched.

Does your business have any accreditations or awards?:

e.g. We are proud members of GasSafe and the winners of the National Business Awards 2010.

Does your business or your staff have any interesting skills, expertise or biographies worth mentioning?:

e.g. Our senior management team originally worked at Saatchi & Saatchi, so your advertising campaigns are in expert hands.

Are there any questions you're regularly asked about your business? Please provide both the question and your answer.

e.g. Question: Do you ship overseas? Answer: Yes, and at no additional cost.

Does your company support any charities? If so who do you support and why do you support them?

Do you already use a hashtag to promote your company?:

Does your company have a YouTube channel? If yes, please provide the URL:

Does your company have a Flickr account? If yes, please provide the URL:

Does your company have a Pinterest account? If yes, please provide the URL:

Ecommerce

Does your business have an ecommerce website?: Yes No

If you answered No to the above question, please proceed to page 7.

Approximately how many products do you sell?:

Do you run any special promotions? If so, please provide details:

e.g. We will price match all our local competitors.

Do you have a discount coupon we can use to promote your ecommerce website on social media?:

e.g. 5% OFF everything on the website.

Does your ecommerce website have any Unique Selling Points:

e.g. FREE Delivery.

Please specify the checkout method(s) used on your ecommerce website?:

How quickly do you dispatch orders?:

How many orders do you dispatch a day?: *(answer if you wish to disclose this information)*

Do you ship nationally or internationally? Please list countries:

How quickly do you aim to answer any questions and queries?:

Physical Shop

Does your business have a physical shop?: Yes No

If you answered No to the above question, please proceed to page 8.

How many branches do you have?:

Approximately how many members of staff do you have?:

What are your opening times?:

What facilities do your shops have?:

e.g. Parking with 1000 spaces, wheelchair ramps, disabled toilets, etc.

Do you run any special promotions? If so, please provide details:

e.g. We will price match all our local competitors.

Which local, national or other geographic areas do your stores service?: *(list as many as you wish)*

What sets your company apart from others in your industry?:

e.g. We are the only company in the country that still makes our products here.

Why do customers choose you over your competitors?:

e.g. On price, on quality and on customer service.

Describe the culture and personality of your business:

e.g. We're a young, vibrant company full of dedicated staff who are eager to provide the best possible service to all our customers.

Do you have a slogan or brand statement?:

e.g. Nike - "Just Do It".

Can you make any statements about your company?:

e.g. We are the largest carpet wholesaler in the country.

Can you state any predictions or goals of your company?:

e.g. We aim to be the largest carpet wholesaler in the country.

Can you make any statements about your industry?:

e.g. Commercial cookware sales have grown year on year since 2001 thanks to all the cooking programs on TV.

Can you make any predictions about your industry?:

e.g. We think there'll be a huge growth in commercial cookware sales this year thanks to all the cooking programs on TV.

Do you have any short tips or advice about your industry or the products/services you provide?:

e.g. Dissolve burnt on fat deposits from your commercial cookware overnight in a plastic container of sodium hydroxide. Take Extreme CARE!

Do you have any funny stories about the products you sell? Can you imagine any?:

e.g. 60% of our electric egg whisks are purchased to mix plaster! How do you use our products?

Do any celebrities or fictional characters use your products? Or products like yours?:

e.g. In the latest James Bond film, Mr Bond uses an electric razor just like the one we sell here: yoursite.com/electricrazor.

Have you ever carried out any surveys? What interesting statistics did you find?:

e.g. 15% of our customer are from Spain.

Do you have any short testimonials from happy customers?: (maximum length: 140 characters/spaces)

If you don't have short testimonials, send us what you've got and will strip them down with a well placed ellipsis.

Are there any keywords you'd like us to mention?:

Your social media campaign will enhance any SEO campaigns you have running. Let us know what keywords you are targeting and we'll ensure we get them into your tweets / posts regularly.

Are there any off limits subjects that we cannot talk about?:

Industry Authority

Your social media campaign will be greatly enhanced if you can be seen as an industry authority.

Do you have any information or advice about your industry or the products/services you provide?

Product tips:

e.g. Chewing gum on your carpet can be removed by freezing it with ice in a bag for 15 minutes!

Service tips:

e.g. Get any squeaky floorboards screwed down before we come and fit your new carpet.

Industry information, facts or trivia:

e.g. Tufted carpets were developed in the 1940s from candlewick weaving techniques!

e.g. A genuine Turkish Hereke carpet can take as long as a year to make.

Which website(s) would you recommend as an information resource for your industry?

These can be your competitors if required - they will be used by our profilers and never posted in your campaigns.

Generic Posts

We use information from your website and this profile document to create content for your social media campaigns. Some clients also like a selection of other information to keep their feeds busy and entertaining. Some content (like comedy) can make your feed more fun - but are only appropriate in certain businesses.

Please select **Yes** or **No** to each of these categories if you would like us to include posts of this nature where we are managing your Twitter feeds. **Please note that we do not recommend posting generic posts to your Facebook page.**

Facts

e.g. *Diplodocuses replaced their teeth every 35 days.*

e.g. *There are about the same number of atoms in a human cell as there are cells in the human body.*

e.g. *There are more than a 1000 banana species in the world. Most people have only ever eaten one.*

Twitter: Yes No

Comedy

e.g. *I intend to live forever. So far, so good.*

e.g. *I like work. It fascinates me. I sit and look at it for hours.*

e.g. *I used to be indecisive. Now I'm not sure.*

Twitter: Yes No

Quotes

e.g. *"We don't stop playing because we grow old; we grow old because we stop playing." - George Bernard Shaw*

e.g. *"The purpose of life is not to fight against evil and misfortune; it is to unveil magnificence." - Alan Cohen*

e.g. *"Logic will get you from A to B. Imagination will take you everywhere."*

Twitter: Yes No

Confucian Quotes

e.g. *"The parents age must be remembered, both for joy and anxiety." - Confucius*

e.g. *"The perfecting of one's self is the fundamental base of all progress and all moral development." - Confucius*

e.g. *"The real fault is to have faults and not amend them." - Confucius*

Twitter: Yes No

Occasional Greetings

e.g. *Everyone here at Smith & Sons hopes you have a marvellous afternoon.*

e.g. *Have a terrific Friday morning.*

e.g. *We hope everyone has a brilliant Wednesday.*

Twitter: Yes No

Proverbs

e.g. *Little strokes fell great oaks.*

e.g. *The tongue of idle persons is never idle.*

Twitter: Yes No

Websites

e.g. *A nice site: www.myfonts.com/WhatTheFont - quickly determine the font name from an image.*

e.g. *A good site - www.isup.me - find out if your website is offline or not.*

Twitter: Yes No

Images

If your social media package includes images they need to be high resolution for them to display correctly on Twitter and Facebook. We can use the images you supply or select relevant stock photography.

If you'd like us to use stock photography, please indicate the sort of images that you would like us to use:

Additional Information

Is there any more information we can use during your social media campaign that hasn't been covered?