

SOCIAL MEDIA MARKETING MANAGEMENT

NEW CLIENT INFORMATION

Business Name		
Business Owner Name		
Business Billing Address		
Business Phone		
Primary Contact Name		
Primary Contact Phone/Email	Phone(s):	Email:
Secondary Contact Name		
Secondary Contact Phone/Email	Phone(s):	Email:

CLIENT WEB and SOCIAL MEDIA INFORMATION (Where applicable to the chosen service package)

Note: If client does not have one of the accounts listed on their package, please indicate and add the email address and password should be used to open the account(s).

Website URL	http://	
Blog URL	http://	
Twitter Account	@	
	Email:	PW:
Facebook Page (We must be made page manager)	www.facebook.com/	
Google+ Page (We must be made page manager)	www.plus.google.com/	
Pinterest Account	www.pinterest.com/	
	Email:	PW:
LinkedIn Business Page (We must be made page manager)	www.linkedin.com/company/	
Instagram Account	Email:	PW:
YouTube	Email:	PW:

BRAND MESSAGING OVERVIEW

Client Specializes in:	
Client is Known for:	
Better than Competition because:	
Tagline(s):	
Sells Products via Ecommerce?	Yes No

AUDIENCE/COMPETITION

Primarily ☐ B2B ☐ B2C

Current Customer Profile Age/Gender/Income/Locale/Etc. – Demographics/Psychographics – Who are their current customers?)	
Target Prospect Profile	
Top Competitors	
Typical Obstacles/Objections	

CHOSEN SERVICE PACKAGE

<input type="checkbox"/> SOCIAL MEDIA STARTER <input type="checkbox"/> SOCIAL MEDIA STARTER PLUS <input type="checkbox"/> SOCIAL MEDIA BUILDER <input type="checkbox"/> SOCIAL MEDIA DOMINATOR	<input type="checkbox"/> Facebook Starter <input type="checkbox"/> Facebook Builder <input type="checkbox"/> Facebook Dominator
<input type="checkbox"/> Google+ Starter <input type="checkbox"/> Google+ Builder <input type="checkbox"/> Google+ Dominator	<input type="checkbox"/> Twitter Starter <input type="checkbox"/> Twitter Builder <input type="checkbox"/> Twitter Dominator
<input type="checkbox"/> Pinterest Starter <input type="checkbox"/> Pinterest Builder <input type="checkbox"/> Pinterest Dominator	<input type="checkbox"/> LinkedIn Builder <input type="checkbox"/> YouTube Builder <input type="checkbox"/> Instagram Builder

☐ Other/Custom _____

(Note: Custom package must be approved.)

Additional Notes: