



## New Client Social Media & Web Development

For your ease of reply, place your cursor in the blank area just after the number or below the question and type your answer.

Use tab key for question #2. Thank you in advance for your responses. Email completed survey to [agency@planckmedia.com](mailto:agency@planckmedia.com)

**Business Name:**

### 1. Name top three things your business does:

- 1.
- 2.
- 3.

### 2. Who exactly are your customers/website visitors and what are their pains?

*Customer/Visitor*

*Pains*

- 1.
- 2.
- 3.

### 3. What makes your service remarkable?

- 1.
- 2.
- 3.

### 4. What do you want your social media and/or website to accomplish?

- 1.
- 2.
- 3.

### 5. Who are your competitors? (top 3)

- 1.
- 2.
- 3.

**6. What Social Media platforms are you on currently and what do expect from them?**

- 1.
- 2.
- 3.

**7. What are the keywords (phrases) your customers use to find you on the web?**

- 1.
- 2.
- 3.

**8. Have you done any social media advertising? If so, how and where?**

**9. What do you want your social media and/or website visitors to do? (place an 'X' next to answer)**

- Sign up for newsletter?
- Request a consultation?
- Get feedback about a situation?
- Refer potential clients?
- Learn something?

**10. What other considerations or questions do you have about your social media marketing campaign?**