

dotJenna's SMO Questionnaire

In effort to achieve our goal of making your social marketing campaign the best it can possibly be and to position it to achieve the highest rankings possible, we need your assistance with the content. Please answer the following questions to the best of your ability. The output of your web marketing strategies is only as good as the information you put into it. The more detailed and thorough your responses, the better results you will see overall. Please fill out this form and return to us via email or fax at **972-408-0693**. Keep a copy for your records, and be sure to update it as it changes over time.

A. General

Contact Info

Client Full Name: _____

Social Media Rep: _____

Company Name: _____

Business Address: _____

Billing Address: _____ *Same as Business Address*

Phone 1: _____ *Direct* *Office* *Cell*

Phone 2: _____ *Direct* *Office* *Cell*

Toll Free: _____

Fax: _____

Lead Email Address: _____ *Where you want leads to go*

Assistant: _____ *Please Provide Contact Info*

Website: _____

Business Details

Tell us about your business.

Are you a member of any associations or organizations?

Tell us about any awards or accolades you hold.

Why should someone use your services?

What certifications and titles do you hold?

Social Media

FACEBOOK

Facebook URL: _____

Facebook Email: _____

Facebook PW: _____

Fan Page URL: _____

Group URL: _____

TWITTER

Twitter URL: _____

Twitter User: _____

Twitter Password: _____

Outbound Links

Site: _____ Purpose: _____

Site: _____ Purpose: _____

Site: _____ Purpose: _____

Site: _____ Purpose: _____

Lead Generation

Lead-Action. What do you want your Audience to do? Call you? Fill out a form? Buy something? Learn about you? Watch a Video? Sign up for a class? Please explain.

Lead Process. How will your leads be monitored and processed? Explain. How will the lead be handled in your office?

Who will be responsible for contacting the leads once you get them? **Note!** *Contact leads within 30 minutes of receipt for best results.*

Existing Leads. Do you have a database housing your existing website leads now? ___ Yes ___ No

If you have an existing database, please forward the list to us.

What are your expectations for the dotJenna SMO Program?

Products & Services

Tell us about the products and services you are offering or promoting:

___ Real Estate ___ Legal ___ Contractor ___ Retail ___ Restaurant

___ MLM ___ Sm. Business ___ Investor ___ Medical ___ Shop

___ Health ___ Mortgage ___ Service ___ Online Sales ___ Other

Please describe the products & services you offer:

If Real Estate:

- | | | | |
|--|--|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Single Family Homes | <input type="checkbox"/> Condos, Highrises | <input type="checkbox"/> Farm & Ranch | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Commercial | <input type="checkbox"/> Horse Property | <input type="checkbox"/> Multi-Family | <input type="checkbox"/> Investments |
| <input type="checkbox"/> Cash for Houses | <input type="checkbox"/> Luxury | <input type="checkbox"/> Acreage | <input type="checkbox"/> New Homes |
| <input type="checkbox"/> Existing Homes | <input type="checkbox"/> Military | <input type="checkbox"/> Foreclosures | <input type="checkbox"/> Short Sales |

Brand Identity

Use three adjectives to describe how you want people to perceive your company? (Examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)

Is this different than current image perception? If so, please explain.

What do you feel is the biggest challenge in getting your image across to customers?

What are the questions you get asked most often?

Target Market

Who is your target audience? Is it different from your current customer profile? Describe in detail.

Tell us about the demographics of your target market, ie: age, profession, geographic location

What is the present state of mind of your target market?

Where do they generally live?

What cities do you serve?

What kinds of jobs do they have?

Competition

Who are your competitors?

What makes you different or better than your competitors?

What are the key reasons that customers choose your company?
