



## **Developing your Social Media Strategy Intake Interview**

**A strategy and social media tools will be used to create a digital presence that attracts people who are interested in using your products and/or services. Through social networks, you will be introduced to online communities where the voice of your business will participate in conversations and develop relationships. Your social media strategy will reflect your business objectives and the culture of your organization.**

**Your answers to the following questions will provide a basis for determining the online communities and conversations most appropriate for your purposes.**

1. What are your current business objectives?
2. What are your current guiding principles (or mission, or vision)?
3. What are your most concerning customer service issues? (How do you know about them? How are you addressing them?)
4. What are some of the things about your business that you're most proud of?
5. What about your business makes you different/better than your competitors?



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### Intake Interview

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14. What baseline metrics do you currently have that might be a way to measure the effectiveness of this social media strategy? Here are some examples. Revise as necessary

- a. Revenue
- b. Existing vs. new customers; net new customers
- c. Number of transactions/mo
- d. \$/transaction
- e. Transactional precursors (neg. vs. positive nature)
- f. Phone vs. online orders

15. Assuming you will see an increase in sales, how do you expect that to impact your current operations?

16. Assuming you see an increase in profits, what percentage will be reinvested in your business? How?

17. Additional Notes: