

Introduction Form

Please fill out as completely as possible

Name					
Business Name					
Business Address					
Suburb		State		Postcode	
Phone		Mobile			
Email					

About your business

Main Concerns

Demographic, size, culture, have you worked or partnered with others before?

Core values, tag line, determine voice

Ideal audience, how & where do you find them? How do you typically get new clients?

Do you know who your competition is and what are they doing?

Where are you now?

Where do you want to be?

What is it you want to change?

if you had superpowers to transform your business into your dream and could have everything you wished for what would that look like?

When do you want to make this transformation?

What is working now?

What makes it work?

How did you get there?

What is your most effective marketing strategy currently?

What are the main problems/challenges facing your business?

When did it start, why is it a problem, who does it impact, have you tried to solve it?

How long can you be in this situation?

What is your ideal vision for your business?

Have you heard of Messenger Marketing or Email Marketing? YES NO Do you currently run any of these campaigns? YES NO Do you have an email list? YES NO

What are your stats? Click rate, click through rate, do you know your conversion rate?

What is your email list size?

Website stats?

Social size, engagement?

Ads?

How do you currently engage with them so they know/like/trust?

Do you have a marketing budget? YES NO

11) Anything else we need to know to make this discussion successful for you?

What platforms do you currently have setup?

	YES	NO		YES	NO
Website	<input type="checkbox"/>	<input type="checkbox"/>	Youtube	<input type="checkbox"/>	<input type="checkbox"/>
Facebook Profile	<input type="checkbox"/>	<input type="checkbox"/>	Pinterest	<input type="checkbox"/>	<input type="checkbox"/>
Facebook Page	<input type="checkbox"/>	<input type="checkbox"/>	Instagram	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	Google+	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	Other	<input type="checkbox"/>	<input type="checkbox"/>

What other digital marketing tools do you have in place?

List the digital tools you currently have set up (eg e-marketing platform, appointment scheduling, website CMS)			
TOOLS	USING	SOMETIMES USING	NOT USING

Thankyou for your feedback and I look forward to speaking with you soon!
 Peggy Ker - E-mail back to info.sociallyengaged@gmail.com