

These questions relate to your social media posts.

The questions take 15-20 minutes to answer. **We need your responses within 48 hours.**

If you don't answer these questions within 48 hours, the world won't end... but it may cause a non-refundable delay to your plan start-date.

IMPORTANT:

⚠ The moment you submit this questionnaire, we start work on your first month of posts

⚠ Any information sent over after you submit this questionnaire will not be used in your first month of posts.

Your business

Your Website

Company headcount

Nothing selected

Select your industry

Nothing selected

Select your subindustry optional

Nothing selected

Let us know if your business has a relevant subindustry. This helps us get a better understanding of your target audience.

Do you sell to other businesses (B2B) or directly to consumers (B2C)?

Nothing selected

If you sell to both, tell us who you mainly sell to.

How should we refer to your business in your posts?

E.g. My business is called 'The Drywater Project'. Please refer to us as 'Drywater' in our posts

Should we use the full trading name or an abbreviation? Please type above how we should refer to your business name within your social media posts.

Tell us about your business and the products or services you sell.

Tell us more about who you are marketing to on social media.

Your Competitors

Tell us about your competitors. Who are they? Note down at least 5 competitor company names.

A 'competitor' is a company which offers a similar product or services to your business and shares your potential customer base.

Do you have a USP (Unique Selling Point) that differentiates you from your competitors, and how can we highlight your USP in your posts?

Your brand

Should we use 'we/our' or 'I/my' when referring to your business?

Nothing selected

Describe your 'brand voice'. Select the FOUR most applicable traits. multiple

Nothing selected

Does the wording on your website accurately reflect your brand tone of voice?

Nothing selected

Please tell us more about your 'brand voice'. You can share examples of the tone of voice you'd like us to use in your posts, either by writing in this box or including links to examples.

Are there any businesses in your industry that you think do social media really well? If yes, please note them here:

Your posts

We create two types of posts for you:

1. Promotional posts
2. Topical posts

Let's start with Promotional Posts:

Promotional posts talk about your business, highlight your products & services and link back to your website.

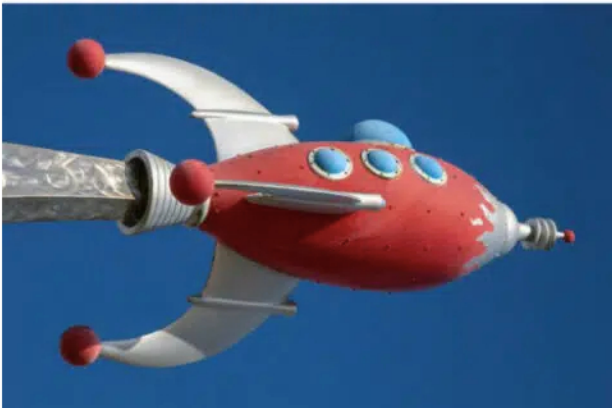
Here is an EXAMPLE of a Promotional Post:

We create campaigns that creatively stand out and motivate your audience into action. 🚀

If you're launching a new product or entering a new market, you might like our Campaign Accelerator - it's a fixed cost and fixed time service guaranteed to get you to market faster! 🚀

Get in touch to chat about how 'The Campaign Accelerator' can help you here:
<https://bit.ly/3svB9p7>

#Marketing #Communication #Campaigns



We recommend ONE promotional post per week. Please select how many promotional posts we should create per week for you?

1 per week (recommended)

Which specific products/services should we highlight in your promotional posts?

Next, let's talk about Topical Posts:

Topical posts highlight industry relevant topics and are designed to engage and inform your audience. They do not link back to your website.

Here is an EXAMPLE of a Topical Post:

The more we're exposed to an idea, the more likely we are to like it: The Mere Exposure Effect.

It's why Coca-Cola has managed to become arguably the most recognisable brand on Earth, and also why the phrase 'any publicity is good publicity' is common parlance (even if a lot of people would disagree on the latter point!).

It's no surprise that understanding the Mere Exposure Effect is vital to consumer insights: <https://bit.ly/3rsMVkn>

#MereExposureEffect #Exposure #Brands #MarketResearch



List up to 10 topics that are relevant to your business and would interest your customers.

For example: If you run a social media marketing agency, you might list the following topics: social media tips, Facebook ads, Twitter marketing ideas, small business marketing, how to find new clients, marketing your business online, entrepreneurs

We will talk about these topics in your social media posts. Please indicate if we should post about certain topics regularly.

What are the top publications/blogs/websites in your industry? We may link back to these in your Topical Posts.

Please **do not** list any subscription-only sites or publications hidden behind a paywall. We cannot share these publicly on social media.

Details

Would you like to see any specific hashtags in your posts? optional

We research and discover the best hashtags for your brand and use them in your posts on the appropriate social media platform. Leave this blank if you're not sure.

By default, your social media posts will be published in the UK timezone. If your business is not based in the UK, which timezone should we post in? optional

Note down ONE time zone only. If multiple timezones are noted, we will use the first one mentioned.

Do you have any specific events, news, or offers coming up in the next 4 weeks that you would like us to post about on your social media pages? optional

Please include dates, details and a link to more information.



We will ask you this question again every month just before we craft your next month of posts!

You'll receive your first Monthly Review Form about 3 weeks from now. We send you the form 3 days before we start work on your next month of posts (be sure to complete it promptly!) Use your Monthly Review Form to tell us about new offers and events coming up over the next month, ask us to post about something specific, or give general feedback 😊

If you can think of anything else we may need to know to work on your social media posts, please note it down optional

Images

Which word best describes the of type of images we should use in your posts?

Nothing selected

Can we use images from your website within your social media posts?

Nothing selected

Do you want to share images with us?

Yes

You can share all your images with us now, or a small selection for use in your first month of social media posts. You can always share more images later for use in future months of posts. If we are creating posts for your Instagram account then you'll need to share at least 15 images with us.

Share your images

■ Please share a **PUBLIC** link to your Google drive, Dropbox, or OneDrive image folder below.

■ Please note, we can only accept images via these methods.

Paste your **PUBLIC** image folder link here

The link must be public so our entire team can access it. Unfortunately we cannot accept images in any other format.

☐ Tick here to confirm that your image folder link is **PUBLIC** (ie. it can be accessed by anyone who clicks it)

Please be aware that if you have shared a link that is NOT public this may cause delay to your plan start-date.

If you are having trouble sharing your images please contact support@100poundsocial.com ASAP to avoid a non-refundable delay to your plan start-date. If you've indicated that you want to share images, we cannot start working on your plan until we've received your image folder link.

Feature

Can we feature examples of the content we create for you / your business on our website? This helps raise the profile of your business and shows prospective customers examples of our work.

Nothing selected

If you answer 'yes', we may take screen grabs or link to content we've created for you on your social media pages or website and feature them on our website.

Can we include you in a social media post welcoming you to 100 Pound Social? If you answer "yes", we may tag you a 'welcome' post over the next few weeks.

Nothing selected

How did you hear about us?

Nothing selected

Content Panel Access

We'll be setting up your Content Panel account shortly. You can use this account to view the posts we've prepared for you before they are published in an editable drag-and-drop content calendar.

We'll send you further details on how Content Panel Access works over the next few days.

To which email address should we send your Content Panel login details?


This is the email address you will use to login to your Content Panel account.

Branded Posts

Please upload your company logo here

One of your social media posts each week will be edited to watermark the post image with your company logo. Please upload your company logo with a **transparent background**. Please **do not** upload your logo with a white background as we will not be able to overlay this onto an image.

If you do not have your company logo on hand, please click **Save draft** (top right of this form) and pick up later.


[Upload a file](#) or drag and drop

Review