



Client Name \_\_\_\_\_ Business Name \_\_\_\_\_  
Phone Number \_\_\_\_\_ Email \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_  
Zip Code \_\_\_\_\_

## SMM Business Profile

### About You

**Business Address:**

**Number of Locations:**

**Industry:**

**Number of employees:**

**Company type:**

(Private Co., Privately Held, Non-Profit, Partnership, Sole Proprietor, Self-Employed, etc.)

**Year founded:**

**Location description:**

(Warehouse, office, home, call center, etc.)

**Public contact email:**

**Public telephone number:**

**Hours of operation:**

**M-F:**

**Sat:**

**Sun:**

## **Social Media Profiles**

(Please advise if we need to create new social media profiles for you. This service is included at no charge if needed.)

**Facebook Page URL:**

**Instagram URL:**

**Twitter URL:**

**Google Plus URL:**

**LinkedIn Company Page URL:**

**What You Do**

**Please describe your products and/or service offerings.**

**Please describe your company's personality.** (Serious and professional, light-hearted and comedic, funny and charming? Choose words and phrases that work together to describe the 'voice' with which your company speaks.)

**What about your company makes you stand apart from your competition? Why do your customers choose you?**

**Please list as many relevant keywords and phrases as you can think of that relate to your company, products, services, and industry.** (In other words, which words and phrases is someone likely to type into Google to find what you offer?)

**Tell us about your customers. Who is your target market?** (Please include demographic information, such as age range, gender (if applicable), location or region (if applicable), income level, etc.)

FAHRENHEIT  
AGENCY

### **Who You Know**

**Please list any industry groups and associations that are recognized in your industry. These can include blogs, publications, websites, newsletters, etc.** (We may be monitoring these to stay current on what's happening in your area of business.)

**Who are the thought leaders in your industry?** (These are the people or companies that are the trend setters and innovators, or that simply have the highest visibility.)

**Who are your competitors? What are they doing, if anything, to stand out in the industry?**

**If you have any affiliations with other companies, please list them here.**

### **Current Practices**

**Please describe the social media and other marketing tactics you are currently using. (Do you have a Facebook Page? Are you on Twitter? Do you blog? Are you active on any of these, or other, social media platforms?)**

FAHRENHEIT  
AGENCY

### **Last, But Not Least**

**Are there any websites, topics, or types of content that are off limits when posting to your Social Media accounts or creating content?**