



SOCIAL MEDIA

QUESTIONNAIRE

Hover over boxes for more information or examples.

Business:

What does your business offer?

What sets you apart from competitors?

Is there any history of the business you would like highlighted?

Do you have a company slogan?

Is your business associated/sponsors with events, charities, and/ or organizations that you would like to highlight? If yes, please list

Current Audience:

Target Audience:

Ideal Customer:

Where are the best resources found ?

Do you share articles from any news/blogs?

Stat. Holiday Posts: Yes No

Major Observances: Yes No

Fun Observances: Yes No

City/State:

Any specific keywords or hastags to include?

What are you trying to acomplish with your social media?

Kinds of Content we can Post:

- Promotional Informational
- Motivational Community
- Behind the Scenes

Other?

Would you be able to provide us with photos, fliers, and/or specials to include on social media?

Yes No

Are there any websites, topics, or information you would like to avoid posting?

Would you like posts pertaining to viral trends?

Yes No

Voice:

- We, us, our team I, Me, Myself
- The team, The staff at _____

Non-Denominational? Yes No

Denominational? Yes No

Which Denomination?

Tone: Imagine you're a landscaping company, Check the boxes of the ones you like.

Friendly - Less forward, call to action, enthusiastic, exclamation marks, jokes.

Our services include mowing lawns, landscaping, and seasonal maintenance - so you can stop worrying about your lawn care tasks and enjoy more time doing the things you love!

Relaxed - less forward, some enthusiasm/exclamation marks, to the point.

Fall, spring, and summer are ideal seasons for keeping your lawn well manicured. Lawn mowing should be done at least once a week, more often if needed. In the cooler months of the year, use an aerating rake to break up hard-packed soil around planting beds.

Mow your lawn, trim your hedges and make your yard look great.

Professional/Luxury - Forward, less/no enthusiasm, periods, to the point, call to action, no jokes.

We offer a variety of professional lawn mowing services, including: seasonal maintenance, landscaping, and more.

Our expert team will mow your lawn to perfection, providing seasonal or occasional maintenance.

Humour/Witty - Enthusiastic/exclamation points/emojis, jokes, puns.

Need your bush trimmed? Call us at Lawn Mowing Service Inc.

Mowing lawns. A task that everyone has to do, but no one really likes to hear about.

Want to spend your summer doing something you actually want to do instead of mowing lawns? Let us take care of that for you.

Persuasive - Very forward, one or more call to action in post, in your face, enthusiastic, some jokes.

Are you looking for an experienced, reliable lawn mower to cut your grass? We can provide you with lawn mowing and landscaping services. We do seasonal maintenance and other yard work, too! Call us today at (999) 999-9999!

Build the business you've always dreamed about. Mow lawns for others, get paid for what you love to do!

We're a lawn maintenance and landscaping company that's affordable, reliable and flexible. You can depend on us to handle duties such as edging, weeding and leaf removal. Call us now to schedule your FREE ESTIMATE!