

# What are we going to talk about? Well that depends on you.

Please take a moment to consider the questions below and how they apply to your business.

Your answers will provide the foundation of our first meeting and start to build the plan for what you want to learn.

## Who currently manages your online profile ?

- A staff member who has all the details
- An outside agency who keeps all the details
- Me, myself and I and slightly Roman

## What does your online profile look like?

- At least 6 profiles for business accounts and fully filled in with contact info and content
- Twitter and Facebook and they could use some tweaking
- Still slightly Roman ...

## How much time do you have to communicate about your business?

- 10 hours per week
- 30 mins per day
- 30 mins per week or
- Sleep is for babies so all the time

## What do you have the experience and education to talk to your audience about?

- Just my industry
- My industry plus some interesting stuff or
- The options are endless.

## Why do you want to communicate about your business?

- Drive sales and meet growth goals
- Connect with potential and existing clients
- Promote events, sales and build online profile
- My manager said I had to

## How do you currently manage your contact list?

- Constant Contact / Mail Chimp
- Custom CRM
- Outlook / Gmail or
- Does my phone count?

## Where is your target audience and what do they look like?

- I have profiles of each segment and where they engage online
- I know the general likes, needs and dislikes of my customers and see them on Twitter or
- The arrow is still in the quiver



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