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**Client Onboarding Document – Social Media**

Welcome aboard! We are excited to get started. So that we can kick this off on the right foot, please fill out as much as possible below to the best of your ability.

|  |  |
| --- | --- |
| Your Business Name |  |
| Current Website URL |  |
| What 3 web links are most important for people to see in your bio? |  |
| Google Drive | (link to your Google Drive folder - please make sure we have editing permissions)  |
| Social Media URLS | FacebookInstagram LinkedIn TwitterOthers? |
| Social Media Account Access  | Enter username and password for the following Social Media Profile accounts.Facebook InstagramTwitterLinkedIn Others? |

|  |  |
| --- | --- |
| Your Brands Special Sauce | What makes your brand special/unique? |
| Top Products/Services |  |
| Target Audience  | \*Please list out potential customer personas, we will be running through testing rounds validating these individually  |
| Content  | Do you currently have a content marketing plan in place? Are we developing a plan for your social media?  |
| Key Competitors | Please enter any competitor social media profiles that you like. |
| Any No-No's with the brand we should be aware of? |  |

**Google Drive Folder Access:**

|  |  |
| --- | --- |
| Content | \*Please add all logos, imagery, videos and any other assets you feel would help the campaigns inside the Google Drive folder (link provided at the top of document)  |
| Colors | Any specific colors you prefer on your website? If not we will use the colors from your logo. |
| Fonts | Any specific font style you prefer on your website? |
| Logos | \*Please add your preferred logo designs to your Google Drive or provide a link here. |

**Let’s rock it!!!**