**Brief on SMM promotion**

The brief will allow us to correctly assess the scale and cost of future promotion. Please fill out the form with current and correct information. This ensures that you get an accurate calculation of the cost of promotion

|  |  |
| --- | --- |
| Date of completion*(e.g., 01/01/2017)* |  |

**Contact Information**

|  |  |
| --- | --- |
| Company name |  |
| Contact name |  |
| Contact phone number |  |
| Messengers *(Telegram, WhatsApp, Viber, Imo, Skype, etc.)* | Enter the messenger and contact number:1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
 |
| E-mail |  |
| Describe your target audience (gender, age, etc.)"For example, women from 24 to 45 years, housewives" |  |
| Indicate your main competitors, with a link or the name of their pages in social networks. |  |
| What are your company's advantages over competitors? |  |

**Budget and timeline**

|  |  |
| --- | --- |
| Indicate the estimated monthly budget for SMM promotion: |  |
| Indicate the desired period of SMM website promotion (months): |  |

**SMM promotion**

|  |  |
| --- | --- |
| What products / services do you plan to promote through social networks? |  |
| What is the purpose of promotion in social networks: | * ❏ Informing the target audience about the company / product;
* ❏ Getting contacts;
* ❏ Increase in site traffic;
* ❏ Creating a positive image;

❏ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| Do you already have representations in social networks: | * ❏ Facebook;
* ❏ Twitter;
* ❏ VKontakte;
* ❏ Instagram;
* ❏ Channel in the Telegram;
* ❏ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If "Yes", list the links to them: |
| Which region should promotion be aimed at?Where are your main customers? |  |
| Who will prepare the content for promotion? | * ❏ The customer himself will prepare;
* ❏ The contractor must prepare text, photo and video information.
 |
| How many posts a week do you plan to publish? |  |
| Are you ready to allocate an additional budget for holding various actions: | * ❏ Competitions;
* ❏ Discounts;
* ❏ Prize draws;
* ❏ Distribution of discount cards;
* ❏ Testing and tasting;
* ❏ Targeted advertising;
* ❏ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
 |
| The address of your page in social networks (if any): |  |
| How long has the page existed in social networks? |  |
| Who within your company is engaged in administration of pages in social networks? |  |
| Who within your company is engaged in creation of content and its placing on page? |  |
| Is the content of your posts unique? |  |
| What is the result you expect from promotion in social networks: | * ❏ Number of registrations in communities;
* ❏ Increase in sales;
* ❏ More loyal customers;
* ❏ More comments;
* ❏ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
 |
| What are the criteria for evaluating the effectiveness of an advertising campaign: | 1. 1. Number of community members;
2. 2. Number of comments;
3. 3. Number of publications (Share);
4. 4. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
 |

After completing this brief, please send it to an email address close to your country dealing with the topic **"Brief CA: The name of your company."** We will contact you to clarify the details and start our productive cooperation.

**Thank you for contacting us!**

**