



Social Media/CMS Requirements

Company Name and Address: Billing Address if different:	Telephone Number(s): Email: Website: Business hours: Whatsapp/Messenger: Other:
Nature of business:	
Marketing goals/strategy and expectations for this service (please note we do NOT ad campaigns – we provide content marketing as opposed to targeted/paid ads) – provide as much information as possible:	

Platforms (tick all that apply):	Status	Don't currently have but would like Y/N	Login Information (url/user name/password)
Facebook Page (you can invite us to manage the page rather than provide login details)	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Facebook Group	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Instagram Business Profile	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Pinterest	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Google My Business Listing (you can invite us to manage the listing if you have one already)	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Youtube Channel (you can invite us to manage the listing if you have one already)	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Twitter Profile	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Linked In Company Page (please add us as a contact then invite us to manage your page if you already have one)	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
LinkedIn Group/Showcase Page	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Microsoft Bing Listing (these can be imported from GMB)	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Website Blog/Articles Page	Set up Y/N Needs tweaking Y/N		Url: User name: Password:

Chat facility on website (specify what plugin or if bespoke)	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Newsletter facility (ie mailchimp, mailpoet etc)	Set up Y/N Needs tweaking Y/N		Url: User name: Password:
Scheduling Software Account (Zoho/Social/Hootsuite/Trello/Buffer/Social Sprout etc):	Set up Y/N We can add the socials if you don't have them connected already		Url: User name: Password:

Website Content Management System – this is how we edit content on your website – if you don't have a website we can set you up with GMB free website until yours is ready:			
	Login Url	User ID	Password
Word Press:			
Shopify:			
Other:			
I do not have a domain I require:	Free GMB listing Y/N Domain name Y/N	I have a domain but no website I require:	GMB free site Y/N Simple WP site Y/N
Notes:	<p>We don't typically create websites for our customers; we manage the content on them. We would suggest you contact a web designer to create your website but if you only want a simple site, we can create this for you using a WordPress template (free or paid template as required). This would be charged by the hour – please ask if you need us to do this or we can search for a designer to do it for you if it's a woocommerce site or you require something more complicated.</p> <p>Banners/Images/Marketing material – if you require us to create banners and image/video content for socials then this will take longer. It would be useful if you could provide as much material as possible to save on your own costs. We currently use Canva.com to create social media content. We don't do branding/design.</p> <p>We would strongly recommend you subscribe to a social media scheduling tool such as Zoho social as this will save us much time populating your social media posts and repurposing them. We can set this up for you but the cost would be factored in the fees – otherwise we will just populate to each platform on an hourly rate.</p>		

Please complete and return to anne@freelanceofficeservices.co.uk