

Your Blog Information

Blog name : _____

How often do you blog? : _____

Your Facebook Page

Amount of Likes of your page : _____

What is your reach? : _____

Your Facebook Groups

How many Facebook groups do you visit? : _____

Do you have your own group? : Yes No

If yes, how many members? : _____

Do you have a clear growth plan? : _____

Other Social Media Platforms

Tiktok : _____

Clubhouse : _____

Twitter : _____

Others : _____

Your Email Newsletter

Number of current subscribers? : _____

Current email marketing strategy : _____

How often do you send an email to your list? : _____

Average open rate : _____

Your LinkedIn

How many connections do you have : _____

Do you post weekly? : Yes No

Your Instagram

Do you use Instagram? : Yes No

How many people are you following? : _____

How many followers do you have? : _____

How often do you post? : _____

Others

How often do you review your Google Analytics? : _____

Have you done Facebook ads? Were they effective for you? : _____

Do you have a business page on Yelp? : _____

Do you have a Google My Business page? : _____

What keywords do you use for SEO (Search Engine Optimization)? : _____

What hashtags do you currently use for your business? : _____

What are the other ways you communicate with potential clients? : Postcards/mailings Print ads
 Group coupons Phone calls

How do you currently stay connected with current clients? : _____

When was the last time you Googled yourself? : _____

Is your branding and language consistent across the platforms you choose to use? : _____