

## Client Needs Assessment

1) What are the products and/or services offered by your company?

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2) What are your **current marketing activities**?

- Ads \_\_\_\_\_
- Sale Events \_\_\_\_\_
- Website \_\_\_\_\_
- Social Media \_\_\_\_\_
- Loyalty Programs \_\_\_\_\_
- Others \_\_\_\_\_

3) What are your **peak seasons**, i.e. summer, spring, fall, or a combination thereof?

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4) Modern Marketing offers the following marketing/social media services, please check those that you think Modern Marketing can assist with:

➤ Status updates on all major social networks

- Twitter
- App.Net
- Facebook
- LinkedIn
- Google+
- Pinterest
- Snapchat
- Instagram
- Vine

- Website content development
- Text Updates
- Live-tweeting events
- E-newsletters
- Blog posts
- Guest posts on other blogs
- YouTube video ads
- Wikipedia entries
- Consultations for any of the above

5) What are some other marketing items that you wish to address?

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***Where would you like to start?***

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