



Thank you for choosing Blue Digital Campaigning Ltd to consider your social and digital media needs.

I take pride in my company with its young and enthusiastic outlook on digital media, for Associations and small businesses alike.

With over eight year's personal experience in digital and social media, you can rest assured that your digital media is safe in my hands.

We also have good relations with one of the UK's leading digital marketing consultants, who has completed work for many international companies such as Adidas and Lockheed Martin.

I will guide you through the process from here – and once you are done with this questionnaire, please upload it to your secure area on our website.

Best regards

Sean Varnham
Director

Digital Media Evaluation Questionnaire

Name:

Company/Association:

Email address:

Skype:

Quotation ID:

Section A:

Your current digital media setup

This section consists of ten questions to help us understand your current digital media set up, including you operating structures.

1. How do you currently manage your digital media? (Please tick)

- In-house Contract it out
 Neither/No digital media

If in-house then please go to question two. If neither/no media, please go to Section B.

a. If you contract out your digital media, please tell us who this is to:

Website: Company/Person's name
Social media: Company/Person's name
Communication: Company/Person's name
Other service: Service name and Company/Person's name

2. Roughly how much do you pay each year for your digital and social media?

£

3. How long have you had your digital/social media profiles? (if any)

years months

4. How would you describe your digital media strategy?

Please give details...

Section B:

Your current digital media

This section consists of some questions to help us understand your current digital media plan and capabilities. Please answer all questions unless a note states otherwise.

Part I - Websites:

5. Do you currently have an operational website?

- Yes No

If no, please go to question 8

a. If you answered yes please tell us the address:

<http://www.exampleurl.co.uk>

6. How often do you update your website? (Please tick)

- Daily Weekly
 Monthly Occasionally or never

7. Please tell us what the primary purpose of your website is:

8. Would you like Blue Digital to set-up / upgrade your website?

- Yes No
 Not sure

If no, please go to Part II Social Media

9. Do you know, what is the main construction of your website?

- HTML/HTML5 'Drag and drop'
 Content Management WordPress
 Other: _____

10. How would you like us to help you with your website?

Examples of how we can help with your website:

- Website design
- Getting noticed on Google (SEO)
- Tools and enhanced features
- Finance integration

Part II – Social Media:

1. Do you currently use social media for your work?

- Yes No

a. If no, would you like us to help get you started on social media?

- Yes No

If no, please go to
Part III
Communication

2. Which social media channels do you currently use? (Tick all that apply)

- Facebook Twitter
 Instagram YouTube
 Google+ Pinterest
 Other: _____

3. How often do you update your social media content?

- Daily Weekly
 Monthly Occasionally or never

4. What content do you usually post on your social media sites?

5. Please tell us what your primary aim of using social media is:

6. How would you like us to help you with your social media?

Examples of how we
can help with your
social media:

- Integration on your website
- Set-up your social profiles
- Engage in paid promotion
- Analyse target audience interaction

There's no need to give us the web address for your social media pages, we will test how easy it is to find you and factor this into our recommendations.

Part III – Communication:

1. Do you currently use bulk email for marketing or other reasons?
 Yes No

- a. If no, do you think you could make use of email services?
 Yes No

2. Which bulk email service(s) do you currently use? (Tick all that apply)

- MailChimp MarketMailer
 DotMailer CampaignMaster
 Other: _____

3. How often do you email your contacts with updates?

- Daily Weekly
 Monthly Occasionally or never

4. How often do you update your email list?

- At least once a year Once every six months
 Never Don't know

5. What content do you usually send to your email contacts?

6. Please tell us what your primary aim of using a bulk email service is:

7. Do you use any other form of digital communication?

Please give details...

8. How would you like us to help with your communication services?

If you answer question 1a as:

'no' then please go to Section C
'yes' then please go to question 6.

This means asking them to confirm that you still have their continued consent to contact them?

Examples of how we can help with your communication:

- Integration mailing list sign up on your website
- Create templates for email campaigns

Section C:

Anything else to add?

Please use this section to tell us about anything else you'd like us to know or think we should know relating to your digital media or company.

Declaration

By completing this questionnaire I understand and agree to the following terms that:

- *I am not entering into a legally binding contract for services with Blue Digital Campaigning Ltd.*
- *There is no obligation on Blue Digital Campaigning Ltd to provide a contact for services.*
- *There is no obligation on me to purchase a contact for services.*
- *I do not have to provide any of my digital media passwords or other login credentials until I sign a contract for service.*
- *If my application is perceived as frivolous it may be dismissed by Blue Digital Campaigning Ltd without notice.*
- *If this questionnaire is completed without sufficient detail then Blue Digital Campaigning Ltd may suffer a delay in providing a 'blueprint' and/or quotation, for which Blue Digital Campaigning Ltd cannot be held responsible.*
- *Blue Digital Campaigning Ltd may store my personal and company details as well as this questionnaire's responses for the purposes laid out in it's privacy policy at <http://www.bluedigitalcampaigning.co.uk/contact-us/privacy-policy/>*

Name: _____

Company name: _____

Job title: _____

Signed: _____

Thank you for completing our questionnaire and for expressing an interest in our services.

Please now upload this document to your account at www.bluedigitalcampaigning.co.uk/client-resources or email it to enquiries@bluedigitalcampaigning.co.uk if you don't have an account yet.