



SEM/SMM Questionnaire

Envision Works will use this information when creating YOUR CUSTOM ACCOUNT. This is PUBLIC information and will be used on the web.

1. Client contact name	
2. Company contact email	
3. Company name	
4. Company URL	
5. Company Zip	
6. Company telephone	
7. Company Short Tag Line (120char)	

Requested Search words/phrases

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Areas that you service (City or State)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Adjectives that describe your business (i.e.: fast, local, affordable, etc.)

- 1.
- 2.
- 3.
- 4.

Existing Company Content – please provide items in electronic format – pdf files are preferred

Envision Works would like to collect as much existing information on your company as possible. Below is a list of items that can help us service you better:

Brochures

Product Sheets

PowerPoint Presentations

MP3 files- pod cast or other MP3 files

Past Press Releases - Any past press releases, published or not

Company Profile

General Description

What business are you in and what makes you unique?

What problems do you solve?

Who is your target audience?

What makes the company unique?

When where you founded?

How many employees?

List your top 3 competitors –

- 1.
- 2.

3.

Service/Products Offered

For each product/service offered, please complete the following:

Name of Service/Product

Short Description

Typical uses for the solution/What need is it trying to address?

URL to a page on their website

Management Team

Full Name

Title

Company Address

Address

Suite/Box #

ZIP Code

New Product/New Service

Complete each of these options for every product/service provided by the company.

Name

Description

Link to page on their website describing the service/product

Type of customer that would use it

Industries that would use it

Top 5 reasons/benefits someone would buy it

Current customer name(s) and URL to their website.

Customer testimonials

Management Profile

For each manager in the company, complete the following:

Name

Title

Telephone

Email

Biography (the following is a list of items to include)

Role/responsibility in company

Years in business

Special skills

Prior experience

Education

Picture of Person Required (JPG Format and less than 100K in size)

Events

Will your company be conducting any events? If so, complete this for each event.

Title

Description

Website

Date/Time

Location

Address

Zip

Directions

Related Websites

Sponsor Names and Links to their website

Case Studies

Case Studies should be used to highlight specific problems/solutions that your company has encountered and how the company fixed them.

One line overview of what was done

Detailed overview of work performed and result (executive summary).

Customer name

Work performed

Key benefit derived

Problem the customer was having in detail.

Solution Provided

Results/Benefits

Name and Link to websites related to this solution.

Commentary – to further Internet positioning (blogging effect)

- a. **What trends are affecting your industry?**
- b. **What should clients consider when purchasing your service/product?**
- c. **What are the biggest mistakes your customers can make when selecting someone in your business category?**
- d. **What advice would you give to someone interested in working in your industry?**
- e. **Why did the business start?**
- f. **What would you do different if you started this business from scratch?**
- g. **What is your position in the market? Are you an industry leader? If so, why.**
- h. **What is your company's key differentiator within the marketplace?**
- i. **Who are some of your key competitors and how are you different?**

Job Openings

- a. Job Title.**
- b. Date Position Closed.**
- c. Short/brief description.**
- d. Job Details.**