



PLB-COMMM.COM

COMMUNICATIONS | MEDIA | MARKETING

PARTNER ONBOARDING QUESTIONNAIRE

Digital Marketing Services

PARTNER:

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1 QUESTIONS

COMPANY AND TEAM STRUCTURE

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COMPANY AND TEAM STRUCTURE

1. Who are your preferred business primary contacts? Please provide their contact information as well as other methods for contacting them.

2. How many members are there in the team where the Marketing services are beneficial? *(This is applicable to outsourced or stand-alone networks, freelance, and businesses within a business.)*

3. Please send copies of the company logo in all its current formats and styles via email (*princess@plb-commm.com*). If possible, provide the images in PNG format on a transparent background.

4. Please provide the primary and secondary fonts and colors (*hex codes or RGB codes*) used on the company's digital materials (*if there are any*) via email (*princess@plb-commm.com*).



2

QUESTIONS

PRODUCT AND VALUE OFFERINGS

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PRODUCT AND VALUE OFFERINGS

 YOU CAN BE THE COMPANY.

5. What problems do your products or services aim to solve?

6. What is your primary value proposition (*usually a mission*)?

7. What are the constraints that impede the company's business model's success?

8. What are the company's core values?

9. What communication tone resonates with your customers?



3

QUESTIONS

EXISTING OR TARGET AUDIENCE

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EXISTING OR TARGET AUDIENCE

 HERE, THINK OF A PARTNERSHIP- B2B, COMPANY TO CONSUMER- B2C, OR BOTH.

10. What are the common objections to choosing your product or service?

11. Name the main reasons behind your customers' loyalty.

12. Describe your ideal B2B/ B2C Buyer Persona.

13. Have you developed a customer profile setting?

14. If not, do you need our services to help you develop this?

15. Which social media platforms does this ideal person spend most of their time on?

16. What other brands or influencers does this person engage with on these platforms?



4 QUESTIONS

YOUR "KNOWN" COMPETITORS

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YOUR "KNOWN" COMPETITORS

 THIS COULD ALSO BE AN INTERNAL - WITHIN A COMPANY, OR AGAINST ANOTHER TEAM- COMPETITION.

17. Who are your main competitors?

18. In what aspects do they currently outperform your company?

19. What is it that your company does better than your competitors?

20. What are the key differentiators between your product or service and theirs?

21. Which Social Channels are you on right now? How about your competitors?



5 QUESTIONS

GENERAL SERVICE OPTIONS
&
SOCIAL MEDIA MGMT PACKAGES

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SERVICE OPTIONS

WHICH SERVICES DO YOU NEED? PLEASE CHECK WHAT'S APPLICABLE:

Strategy

- Your brand strategy is something that should not only answer your business objectives and give you a clear roadmap to how you'll achieve business results, but it should truly inspire you and get you excited about talking to your customers. This includes defining your audience and customer journey, developing your positioning, and creating your communication strategy for how you will execute your message across key digital channels.

Consultancy & 1:1 Coaching

- From my experience, some small businesses ask for the role of a Chief Marketing Officer who advises on anything from setting up their marketing calendar, to structuring their team and resources; my 1:1 consultancy and coaching can provide a world of insight that allows you to implement systems and strategies to guide your business and marketing objectives on your own.

Corporate Training

- I've worked with teams who don't want to outsource "the marketing and social part" as they say, it is the most fun part of what they do, and I can't agree more. I deliver corporate training workshops surrounding all the above-mentioned services, specifically tailored to your team's needs. You need the right tools to confidently execute.

Social Media MGMT

- Full-service social media management: My focus is on unlocking the power of social media to help you better connect with your community and grow your audience. Whether through organic engagement strategies across key platforms or paid acquisition through Facebook, Instagram, and TikTok ads.

SERVICE OPTIONS

Content Creation

- Sitting in front of your computer wondering what to post next? I offer copywriting, product photography and videography, and editorialized brand-centric approach to creating content that engages and converts.

Paid Acquisition such as Google Ads

- Want to appear on Google when people search for certain keywords that fall into your product or service? I will bring you there. This includes content creation in imagery, text, or video. In this way, you'll beat Google's algorithm to sell more.

Website Development

- A flourishing business brought online starts with an effective website, where your customers will learn about you and your product or service, the company, your importance, and the attractive offers. No Ads will work great without a decent landing page.

SEO | Search Engine Optimization

- Aiming for Google's Bots to push you up the Search Results using organic content strategies? After creating a website, this marketing tool will bring about growth and performance.

PACKAGE OPTIONS

SOCIAL MEDIA MGMT

THE BARE-BONES PACKAGE

£1080 / €1250 / \$1370 PER MONTH



This Bare-Bones Package is for you if :

- You want to try the depth of the water first. This, to you, is a trial stage <minimum of 3 months> to figure out if the result suits your needs.
- Or you have either a trimmed or predetermined budget, yet you aim to get your social presence heated up, fed out, and ran with, for your business to exhibit its brand, relevance, and social proof online.



Initial free social media strategy + monthly content planning to leverage key events and seasonal topics relevant to your brand



3 x posts per week across 3 x channels (*content curation and using company assets only*)



Account monitoring - a once-a-week check to respond to any comments or DMs on your account



Analytics breakdown



Unlimited email support + 1-hour check-in call each month to discuss ongoing strategy and results



PACKAGE OPTIONS

SOCIAL MEDIA MGMT

THE SIGNATURE PACKAGE

£2150 / €2500 / \$2735 PER MONTH



This Signature Package is for you if :

- You want your channel well-oiled and neatly polished. This is ideal for keeping your target and hooked customers engaged, reactive, and actively considering, and the top one if you want to steadily grow your audience and/or community.



Initial free social media strategy + monthly content planning to leverage key events and seasonal topics relevant to your brand



30-day content schedule consisting of researching, designing basic social graphics, and curating daily posts with accompanying copywriting for 2 x platforms



Creation of 8 x original stories per month (up to 5 still frames) + management of highlights and reposts



Full community management service (client-wish)



Monthly reporting + recommendations against key KPIs



Unlimited email support + 1-hour check-in call each month to discuss ongoing strategy and results



PACKAGE OPTIONS

SOCIAL MEDIA MGMT

THE CROWN PACKAGE

£3260 / €3800 / \$4160 PER MONTH



This Crown is for you if :

- You want all your bases, grounds, and existing territories online covered. You have none of these? You will pick for your desired social channels with the full assistance of analysis and strategy, turbocharging monthly growth.



Daily unique posts across 3 x platforms



Monthly hashtag optimization to ensure account discovery and reach



Creation of 12 x original stories per month (up to 5 still frames) + management of highlights and reposts



4 x product photography images



Full community management service (client-wish)



Management of up to 2 influencer collaborations or brand giveaways including identifying a shortlist of collabs, outreach to either brand or influencer, management of collab terms, publishing posts, and winner communication



1 x Facebook or Instagram campaign/ ongoing management (including outlining campaign strategy, development of content + ongoing optimization and budget management)





To My Business Partner:

Thank you for taking the time in getting through all the questions. This is necessary for building your online brand profile, business plan, and marketing objectives.

I don't make concrete promises of rainbows and unicorns. Online Marketing does not make magic. But I utilize every bit of my high expertise with the right and smart tools to make this marketing projects work.

The packages are molded depending on the services you have chosen. I offer a project-based contract with a minimum of three months (*although, slowly, you should usually be seeing the results of our efforts start to come in between 6 and 9 months to a year - there are no rules in this*), then you may decide to continue with the service or not.

We will talk further. I am pleased to help you. Let's be awesome together because your success is my lifetime badge.

-

Princess Lean Banias

