

Social Media Scalability Worksheet

What is your company's name and what services do you provide?

[Ex. Piccolo Solutions - Marketing for Small Business]

Who are your target audiences? [Ex. Small Businesses that need help with marketing but not enough to hire an in-house marketing team and referral partners]

What social media platforms are you currently using? [Ex. LinkedIn, Instagram, Facebook, etc.]

Are you currently using email marketing for your business? [Circle one]

Yes No Sometimes

What networking groups or events do you attend? [Ex. NIA, Chamber of Commerce, etc.]

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What actions or activities ARE you consistently taking to follow-up and stay connected with your network and new connections?

What actions or activities WOULD you like to consistently take to follow-up and stay connected with your network and new connections?

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