



Social Media & Digital Presence Assessment

Welcome to Sprout Media

This assessment allows us to gain a clear understanding of your business, brand vision and digital goals. Each business requires its own form submission so we can create a tailored social media strategy aligned with your objectives.

Our services operate on a 30 day cycle before reassessment, ensuring strategy, content and performance are continuously refined for growth.

SECTION 1: BUSINESS INFORMATION

1. Business name

2. Business Owner/ Primary Contact

3. Best Contact Email

4. Contact Phone Number

5. Industry/ Niche

SECTION 2: CURRENT DIGITAL PRESENCE

6. Does your business currently have any social media accounts?

☐ Yes

☐ No

☐ Some platforms only

7. Please list any existing social media handles or links

8. Do you currently have a registered business website?

☐ Yes- live and active

☐ Yes- but requires updates

☐ No- not yet

☐ No- but planning to create one

9. If applicable, please provide your website URL

SECTION 3: PLATFORMS TO BE CREATED OR MANAGED

10. Which platforms would you like Sprout Media to create and/or manage for your business?

- | | |
|--|--|
| ☐ Instagram | ☐ Facebook |
| ☐ TikTok | ☐ LinkedIn |
| ☐ YouTube | ☐ Website |
| ☐ Google Business Profile | ☐ Other (specify) |

11. For the selected platforms, what best describes your needs?

- | | |
|--|---|
| ☐ Brand new account creation | ☐ Existing account optimisation |
| ☐ Content creation only | ☐ Strategy + content + ongoing marketing |
| ☐ Not sure- seeking expert guidance | |

SECTION 4: CONTENT CREATION & ASSETS

12. Will content need to be created from scratch?

- | | |
|--|--|
| ☐ Yes- entirely new content | ☐ Mix of new and existing content |
| ☐ Mostly existing content | ☐ Unsure |

13. What type of content are you seeking?

- | | |
|--|--|
| ☐ Short-form video (Reels / Shorts/ TikTok) | ☐ Static image posts |
| ☐ Carousel Posts | ☐ Blog/Stories |
| ☐ Brochures | ☐ Long-form video (YouTube) |
| ☐ Captions, hashtags & copywriting | ☐ Content planning only |

14. Do you currently have any brand assets?

- | | |
|--|---|
| ☐ Logo | ☐ Brand colours |
| ☐ Brand fonts | ☐ Professional imagery |
| ☐ Video footage | ☐ No assets yet |

SECTION 5: GOALS & STRATEGY

15. What are your primary goals for social media?

- | | |
|---|--|
| ☐ Brand awareness | ☐ Audience growth |
| ☐ Lead generation | ☐ Sales & conversions |
| ☐ Professional online presence | ☐ Community building |
| ☐ Consistency & structure | |

16. What would success look like for your business in the next 30-60 days?

17. What are your long-term (3-12 months) goals?

SECTION 6: TIMEFRAMES & EXPECTATIONS

18. How soon are you hoping to see results?

- | | |
|---|---|
| ☐ Within the first 30 days | ☐ 1-3 months |
| ☐ 3-6 months | ☐ Long-term sustainable growth |

19. Sprout Media services operate on a 30-day cycle before reassessment. Are you comfortable with this structure?

- | | |
|--|---|
| ☐ Yes, fully understood | ☐ Yes, but would like more clarity |
| ☐ No, I would like to discuss further | |

20. On a scale of 1-5, how committed are you to long-term digital growth?

Casual presence (1) 1 2 3 4 5 Highly committed

SECTION 7: BRAND VOICE & IDENTITY

21. How would you like your brand to feel online?

- | | |
|--|---------------------------------------|
| ☐ Professional | ☐ Approachable |
| ☐ Luxury | ☐ Bold |
| ☐ Fun | ☐ Educational |
| ☐ Minimal & clean | |

22. Are there any brands, creators or pages you admire?

SECTION 8: ADDITIONAL INFORMATION

23. Is there anything else you would like Sprout Media to know about your business or vision?

24. Upload any brand assets (optional)

FINAL ACKNOWLEDGMENT

25. I acknowledge that social media growth is strategic and cumulative, and understand that immediate results are not guaranteed.

- ☐ Yes, I understand