



We Are Columbia

Office of Business Opportunities

1225 Lady Street, Columbia, South Carolina 29201 • Phone: 803-545-3950 • Fax: 803-255-8912

Company's Social Media Need Survey

Is your small business being strategic about Social Media? We view Social Media as strategic marketing need for small businesses through effective social communications networking and Social Media enhanced applications. Having an effective and measurable marketing strategy that integrates Social Media can help produce desired results to grow your company.

This short survey will help the Office of Business Opportunities determine how best to support small businesses in Columbia, SC with future Social Media Training. Please take a moment to complete this survey and return it to Angelo McBride at aamcbride@columbiasc.net or to the above address by January 18, 2013.

1. How important is it for you to actively engage social media to impact your business? Circle one.
A. Very Important B. Somewhat Important C. Mission Critical D. Not important
2. What forms of Social Media do you use for your business? Circle all that apply.
Facebook, Twitter, LinkedIn, MySpace, Blog, Pinterest, Google+, Vimeo, SlideShare, YouTube, Flickr, Other_____
3. What percentage of your business' sales stem from Social Media efforts?
A. Percentage_____ B. Don't know_____ C. N/A_____
4. Rate how effective your business' Social Media efforts have been to date from 1-5 where 1 represents "Not Effective" and 5 Very Effective.
Circle one: 1 2 3 4 5
5. Do you think engagement on Social Media helps communicate sales, services, values, shape a business reputation and growth?
Yes___ No___
6. Which best describes your business?
Business Classification? _____
Ecommerce _____ Sales _____ Services _____ Construction _____ Other _____
7. How much are you willing to pay per hour for Social Media Consulting, Training and Education? This includes answering a few key questions, one-on-one demonstration to implementing a company-wide social media policy/strategy and training your staff on social media management.
A. \$35 _____ B. \$45 _____ C. \$55 _____ D. other \$ _____

Business Name: _____ Point of Contact (Name) _____
Address _____ City _____ State _____ Zip _____
Email _____ (W) _____ (Cell) _____