

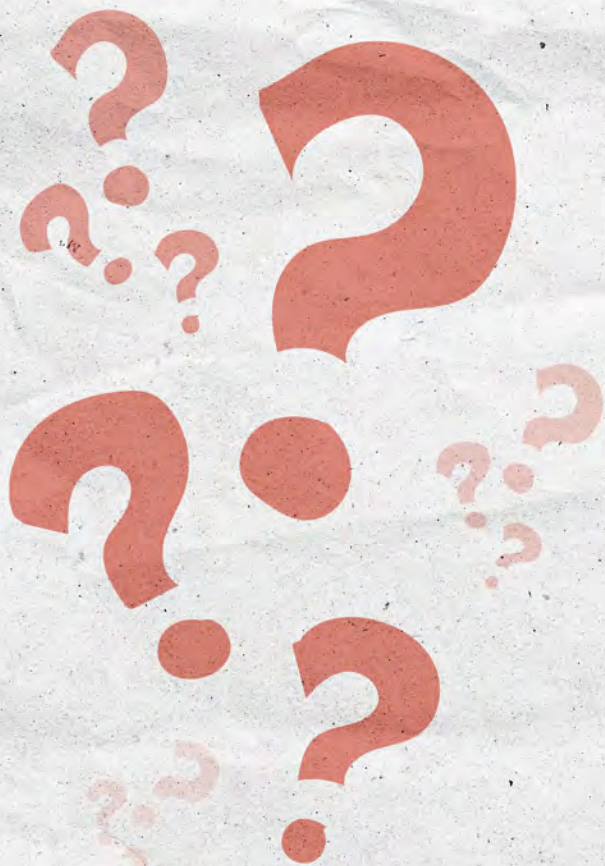
# SOMMERFIELD

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*Productions*

DIGITAL MARKETING SCORECARD



## WHY IS SOCIAL MEDIA IMPORTANT?

- Intimately connects your brand to your customers.
- Allows for 24/7 direct communication.
- Greatly increases brand awareness.
- Humanizes your brand through storytelling.
- Creates brand advocacy through viral networking.

## WHY IS SOCIAL MEDIA BETTER?

### 1. SUSTAINABLE

No use of resources like paper products, or fuel for transportation.

### 2. ECONOMICAL

Eliminates the cost of printing, delivery, and production.

### 3. MULTIFACETED

- Brand to Customer
- Customer to Customer
- Customer to Brand

### 4. ANALYTICAL

Easy to track customer engagement through clicks, likes, and shares.

## PROVE IT:

- 3.5 billion (45%) social media users worldwide.
- 79% of Americans are on social media.
- Roughly 2/3 of adult Americans are on Facebook.
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

Sources: [redalkemi.com](http://redalkemi.com), [oberlo.com](http://oberlo.com), [statista.com](http://statista.com)

SEE HOW YOUR BUSINESS IS DOING



## **BRAND AWARENESS** 0 . . . . 5 . . . . 10

The amount of people you reach by creating content, being found on search engines, & your social media presence.

## **LEAD GENERATION** 0 . . . . 5 . . . . 10

Converting blog readers & social media followers into qualified leads that you nurture through marketing campaigns & by providing premium content.

## **CUSTOMER LOYALTY** 0 . . . . 5 . . . . 10

Maintaining loyal customers by providing useful content for them (as well as prospects) & creating additional products or services that add more value.

## **FOUNDATION** 0 . . . . 5 . . . . 10

How strong is your current website? How deep is your content asset library? Is your brand image consistent? What advantages do you have from your marketing technology? Do you have a strong team & processes?



## PLATFORM

0 . . . . 5 . . . . 10

How extensive is your reach on social media? Do you rely on paid advertising or a large following that shares your content? How influential is your brand? Is your brand easy to find on Google?

## EXPECTATIONS

0 . . . . 5 . . . . 10

Do your most important needs and goals align with your available talent, technology, & other resources? Do you have realistic expectations for growth?

## POTENTIAL

0 . . . . 5 . . . . 10

Based on your current assets and the effort required to improve weak areas of your Marketing funnel, what is the potential for success in the short-term & long-term?

## YOUR MAGIC NUMBER



## 70 POINTS • IRISH COFFEE

Total customer engagement!



## 0 POINTS • EMPTY CUP

Complete and utter rejection.

## NOW WHAT?

How about some “coffee talk” over a real Irish coffee (on us of course)? We’d love to talk about your score and learn how we might help your business grow that number and reach your specific goals.

Call, text or email us! We’d love to meet with you!



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