

## Social Media Management Service Quick Evaluation

Social media provider being evaluated: \_\_\_\_\_

Activity	Description	Points	Score
<b>Lead Generation</b>	The company can show you a precise method they use for generating leads from the social media services they provide	10	_____
<b>Call to Action</b>	The company can show specific types of call to action they would use for your social media posts	5	_____
<b>Linking</b>	The company can show a plan on how they incorporate linking your social media posts to your website or other options - apart from the linking that would be part of lead generation and call to action	3	_____
<b>Post Content</b>	Multiple types of post content available	1	_____
<b>Frequency</b>	Frequency of once per week or more	1	_____
		<b>Total</b>	_____

### What the scores can tell you:

**20 Points:** Fully integrated social media services designed to both boost awareness and generate income. *By the way, Vicky Wu Marketing Guru scores 20 out of 20 using the value matrix above.*

**10 Points:** With a score of 10 or less, some key pieces are missing, although it may still be the better option if comparing several services with lower scores.

**5 Points or less:** You will likely have to piece together multiple service providers to have a fully effective social media strategy. This means more things to keep up with, more time, more effort.