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## **Social Media Opportunity Assessment Tool**

The Social Media Opportunity Assessment Tool is designed to identify achievable goals in three social media target areas: sales, marketing and customer service. Based on your answers to a series of questions about your organization, the tool will evaluate the potential benefits your organization can expect from a social media implementation.

You will be asked to provide specific evaluation criteria, such as:

- The importance of branding at your organization
- A basic profile of your customers
- Your tactics for customer service

This opportunity assessment tool supplies a starting point for organizations deciding where to allocate social media resources for maximum results.

Included in this ZIP file are:

- Intro Doc.pdf
- Terms and Conditions.pdf
- Social Media Opportunity Assessment Tool.xls