

Social Media Assessment Scorecard



Your Name		The objective of the quarterly evaluation is to ensure that 919 Marketing is meeting or exceeding the goals set forth in the service agreement, and to identify and address issues with our service. Thank you for your input!					
Company Name							
Evaluation Period							
Monthly Fee		Social Media Followers	Benchmark	Q1	Q2	Q3	Q4
Start Date							
GOAL(S)							

PUTTING POINTS ON THE BOARD	SCORE	COMMENTS
Social Media plan developed and used to drive all activity		
Meeting or exceeding agreed upon goals - see above		
Improved website traffic (visits, duration and/or user conversions)		
Keyword strategy established and utilized		
Quality of content created		
SUBTOTAL		<i>Ranking (1-5 with 5 being the highest)</i>

HOW GAME IS PLAYED	SCORE	COMMENTS
Proactive - Agency seeks opportunities to promote the business		
Creativity- Seeks unconventional ways to maximize brand exposure		
Communication - 919 keeps us well informed; dialog is candid & open		
Content created is well organized and effectively executed		
Keeps promises, meets deadlines		
Reports are accurate, thorough, and on time		
SUBTOTAL		<i>Ranking (1-5 with 5 being the highest)</i>

TEAM PLAYERS	SCORE	COMMENTS
Acct Team understands our company, product, and industry		
Acct Team is responsive, acts with sense of urgency, & meets deadlines		
Acct Team has necessary skill set to meet the goals		
Acct Team responds positively to constructive criticism & feedback		
Acct Team has good chemistry with our people and culture		
SUBTOTAL		<i>Ranking (1-5 with 5 being the highest)</i>

FINAL SCORE

PREVIOUS SCORE

SCORE	DESCRIPTION / ACTION ITEMS
200 - 240	DOMINATING: Mutually set goals are being met and exceeded. Let's focus on sustaining success.
150- 199	WINNING: Overall we are meeting expectations - however - there are improvements to be made in certain areas.
<149	TURNAROUND: Things aren't clicking on all levels - we need to schedule a call / meeting ASAP.

YOUR COMMENTS