

Initial Consultation Prep Pack

Thanks for your interest in Mongo. We've assembled a list of items that should help as you take control of your digital efforts and prepare for our conversation. We look forward to talking with you!

Here are 10 things that will be helpful to consider prior to our conversation:

How do customers currently find you online?

When considering past digital efforts, would you consider them a net gain or a net loss? What did you learn and why?

Why now? What makes right now an ideal time to ramp up your online efforts?

What's one example of online success you've experienced? What did that enable for your business or teach you about your customers?

How could taking control of your digital efforts impact your project, both short and long term?

What are your online goals for your project? They could be sales related, growing an engaged social media following, or knowing more about your business's website traffic.

In general, have past online efforts taken a broad approach to cover all the bases or are focused on being consistent across just a few platforms?

How do you currently gauge success online? Do you have metrics you look at, is it a gut feeling, or some combination? If you have metrics, which ones are you looking at?

Name one brand whose online presence you'd like to emulate? What about them is attractive? How did you become aware of them? Are you a customer?

What's one thing you'd like to gain from your conversation with Mongo?

Predictable, repeatable online success is within reach. We look forward to talking with you about where you're at and where you'd like to be. If you have any questions before our conversation, feel free to call us at **(518) 705-8581** or send an email with your question to **hello@mongo.digital**