

## Social Media Key Questions to Ask Providers

### Company

1. How long have you been in this business?
2. How many clients have you sold? How many have you lost, and why?
3. What type of clients fall into your “sweet spot”?
4. What peripheral or supporting services do you offer (e.g., graphic design, SEO/SEM, customization, integration with CRM/ESPs)?

### Products/Services

1. What is the process to add features you currently don't have?
2. What redundancy and disaster recovery do you have in place?
3. How long to launch a basic campaign? A sophisticated one?
4. What type of training do you provide to use your solution?
5. What skills does my organization (or hired third party) need to implement this platform?
6. What technical support services are available?
7. Are there human beings I can reach during reasonable hours (chat or phone) or do I have to wait 24 hours for an email response or callback?
8. Is your support team located in the US or abroad? What is your SLA for support issues?
9. Do you have a support knowledge base, community forum, or applications that are shared by customers?
10. What are the client support requirements?

### Features

1. What key features are included in your solution? (Please indicate if they are B2B- or B2C-based.)
2. Is there a key feature you have that no one else has in the social media space?
3. What features are currently missing that many of your competitors have?
4. What features are on your roadmap?
5. What features does management love? What about shoppers?
6. What is your product's competitive advantage over other packages? Why? Price? Features? Ease of use? Flexibility? Don't say “all”.
7. Can I integrate my own eCommerce system with your Social Media solution? How?
8. Please list the eCommerce solutions for which you have standard integrations already built.
9. Please list ones where you have built custom integrations.
10. Is your platform geared strictly to B2C sales or is there special B2B functionality available as well?
11. Describe the features that you consider B2B.
12. Do you have a management console? What can I manage with it? Is it web-based, application-based, other? Reporting and a dashboard?
13. Please describe your reporting capabilities?
14. Please provide a list of standard reports.
15. Does your platform come pre-configured for shipping, tax and payment processing integration? If I don't want to use the providers you selected, what are my options?
16. What analytics tools does your solution include?
17. Does it provide the ability to analyze cart abandonment, quantify browser searches, tie product purchases to search terms, etc.?
18. How does your platform address the evolving security standards? Has it been certified by independent third parties as PCI DSS compliant or do you just promise it is? In the future, free tools may not be capable of effectively keeping up with corporate content management or your employees' use of social media. How do you combat this?

### Pricing

1. What are the pricing schedules and what features do they include? On what are they based? Provide an annual estimate of cost, based on some performance metrics.
2. How do you charge for annual support? What about maintenance?
3. Are there any hidden fees (e.g., implementation, transaction costs, revenue sharing)?

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