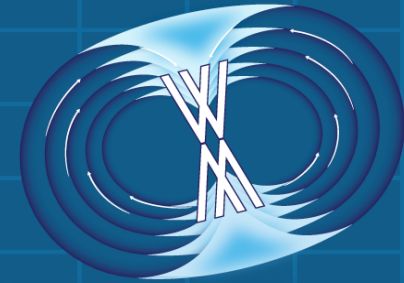


LOREN T. WEISMAN

Brand Precision Marketing Counselor & Strategist
Organizing, Developing & Sequencing for Conversions



INTERVIEW INFORMATION AND QUESTION SHEET FOR MEDIA PROS

The following questions can be asked in any interviews if more questions are needed. Feel free to ask whatever you like during an interview. But, if you are looking for some extra material or questions, feel free to use any of the below.

What is branding today?

What is the three-audience concept?

What is endurance content?

What is look but don't touch branding?

Why are so many so-called experts so far off when it comes to the directions they share regarding branding and marketing?

How do you vet your marketing, advertising, and social media teams?

Does a like, a share, a view or an add really matter now?

What is the intention vs perception rule about in advertising and promotion?

How do you earn free media?

Is the brand message more about the product or you?

What are the five most popular forms of content to create?

How can you compound your content and your efforts with marketing?

What is an editorial calendar and why do I need one?

Do I need to have access to my website even if I don't know web design?

How many social media sites should I be on? What makes content uniform?

Why should I avoid following some of the brand lessons of the top companies?

How do you remarket content without sounding like you are sharing it over and over? What are the four fundamentals of psychological engagement online?

How much time should I spend on content?

How much money should I spend on content?


How many times do I need to post in a day?

How can personalized templates help my marketing?

Should I and Where do I use unbranded content effectively?

How do I reinforce my brand?

 weismanloren@gmail.com

 424-265-0018

 Lorenweisman.com

