

PCM creative's 20 questions Internet assessment

(please circle or delete YES or NO as appropriate)



1	Do you have broadband Internet access in your home?	YES	NO
2	Do you have an email address?	YES	NO
3	Do you have Internet access at work?	YES	NO
4	Do you have a mobile phone?	YES	NO
5	Can you send text messages?	YES	NO
6	Do you have a camera on your mobile phone?	YES	NO
7	Do you have a video camera on your mobile phone?	YES	NO
8	Do you have more than one mobile phone?	YES	NO
9	Can you access the Internet from your mobile phone?	YES	NO
10	Do you have a web site?	YES	NO
11	Do you have an online social network for your audience?	YES	NO
12	Do you have a discussion forum on your network or web site?	YES	NO
13	Have you ever answered a question or commented on a blog or forum?	YES	NO
14	Are you a member of any social networking sites?	YES	NO
15	Do you Tweet?	YES	NO
16	Do you have a blog?	YES	NO
17	Do you have a contactable client or customer database?	YES	NO
18	Do you send paper newsletters?	YES	NO
19	Do you send electronic newsletters?	YES	NO
20	Do you own an iPad or Tablet PC?	YES	NO

YES response score and options to move forward.



- * Travel expenses are payable for visits outside of Nottingham
- ** Single PCM consultation £75
- *** 3 month basic program £225

YES SCORES	Assessment	Next option with PCM
0 - 10	Wishing for more. But... you feel like an outsider in the tech'ed up world. Technology in your work place is limited. Connectivity in your home is a mystery? For the job you do it probably isn't necessary but the future is here and you want to step up your engagement with your Family and Friends. You want to get started but don't know where to begin. The infrastructure around you feels distant and inaccessible. It's never too late to learn.	<p>You qualify for a FREE** initial consultation at PCM HQ in Nottingham or 1-2-1 visit*</p> <p>You qualify for a FREE** bespoke follow up program over 3 months combining visits* and telephone catch ups. ***</p>
11 - 15	Playing the Game. But... It all feels just beyond your grasp. You still need the basics to make informed decisions about how to proceed. You are a competent consumer. Social Media policy in the workplace has hindered your learning and heightened your fear of doing the wrong thing.	<p>You qualify for a FREE** initial consultation at PCM HQ in Nottingham or 1-2-1 visit*</p> <p>You qualify for 50% off a bespoke follow up program over 3 months combining visits* and telephone catch ups. ***</p>
16 - 20	Movin' and Goovin'. It's answers you are looking for. You want the walk to go with your talk, order and purpose to the chaos. You are looking for the pay off. The, dare I say it, return on your investment. Make the best of the time your invest and put a framework in to your social media. You've made a great start.	<p>You qualify for a FREE** initial consultation at PCM HQ in Nottingham or 1-2-1 visit*</p> <p>You qualify for 25% off a bespoke follow up program over 3 months combining visits* and telephone catch ups. ***</p> <p>To get the most from your FREE** consultation complete the PCM 7 Roads online mini survey. http://bit.ly/7roadsmini</p>

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If you are returning this by post please include your name, contact details and a telephone number