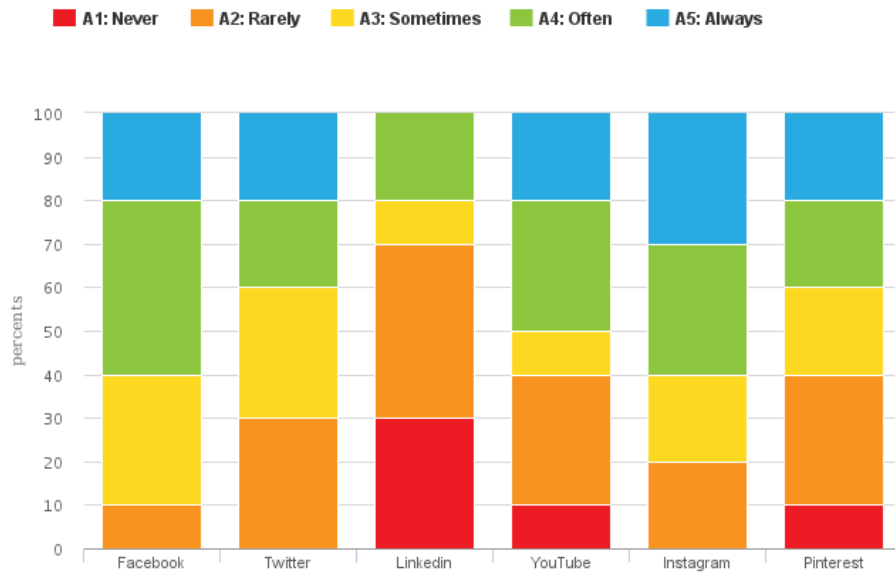# leendii

# user research

buzzmybrand · social media managers survey

# Q1: Which socials do you use for your marketing activities?
(question type: sliders)



**Facebook**
Never (0.0%) • Rarely (10.0%) • Sometimes (30.0%) • Often (40.0%) • Always (20.0%)

**Twitter**
Never (0.0%) • Rarely (30.0%) • Sometimes (30.0%) • Often (20.0%) • Always (20.0%)

**LinkedIn**
Never (30.0%) • Rarely (40.0%) • Sometimes (10.0%) • Often (20.0%) • Always (0.0%)

**YouTube**
Never (10.0%) • Rarely (30.0%) • Sometimes (10.0%) • Often (30.0%) • Always (20.0%)
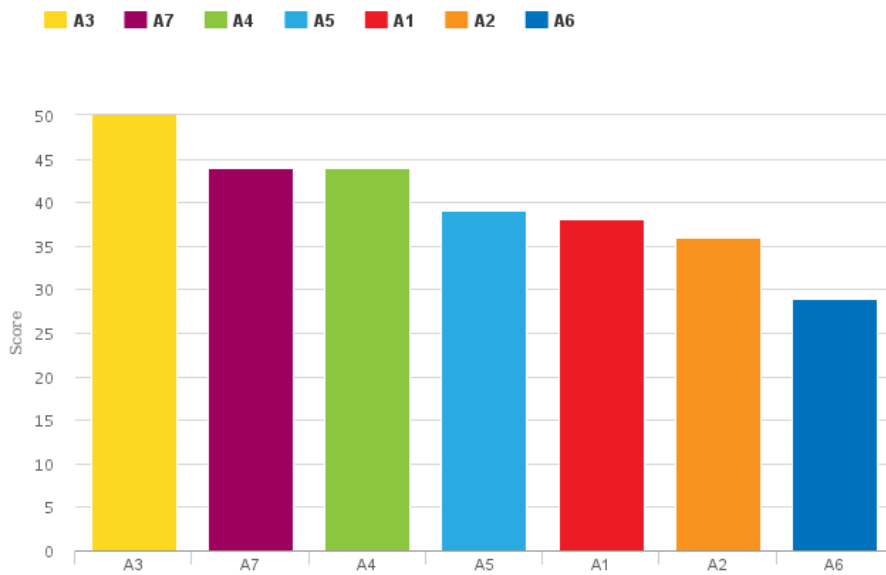
**Instagram**
Never (0.0%) • Rarely (20.0%) • Sometimes (20.0%) • Often (30.0%) • Always (30.0%)

**Pinterest**
Never (10.0%) • Rarely (30.0%) • Sometimes (20.0%) • Often (20.0%) • Always (20.0%)

## Q2: Which problems do you encounter in your marketing activities? (rank in order, the most important on top) (question type: reorder)



A3: Increase engagement (50)
A7: Create fresh content (44)
A4: Create quality content (44)
A5: Identify influencers (39)
A1: Increase the number of followers (38)
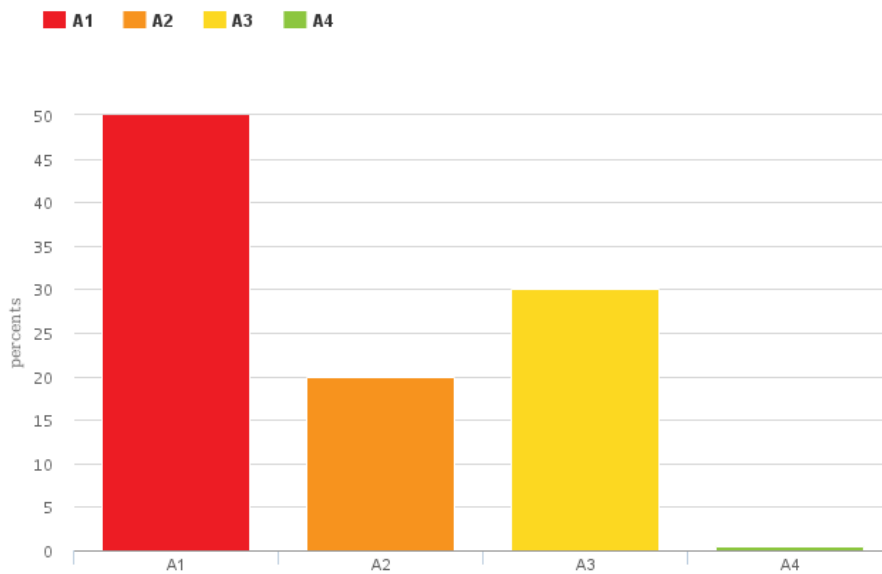A2: Obtain leads and customers data (36)
A6: Increase reach of posts (29)

## Q3: Do you utilize services, software or platforms that help you with your marketing activities? Which ones? (question type: open ended)

See Appendix OE1

## Q4: Have you launched any social contests in the past 12 months?

(question type: radio buttons. with skip logic [SL])

**Legend:** ■ A1  ■ A2  ■ A3  ■ A4



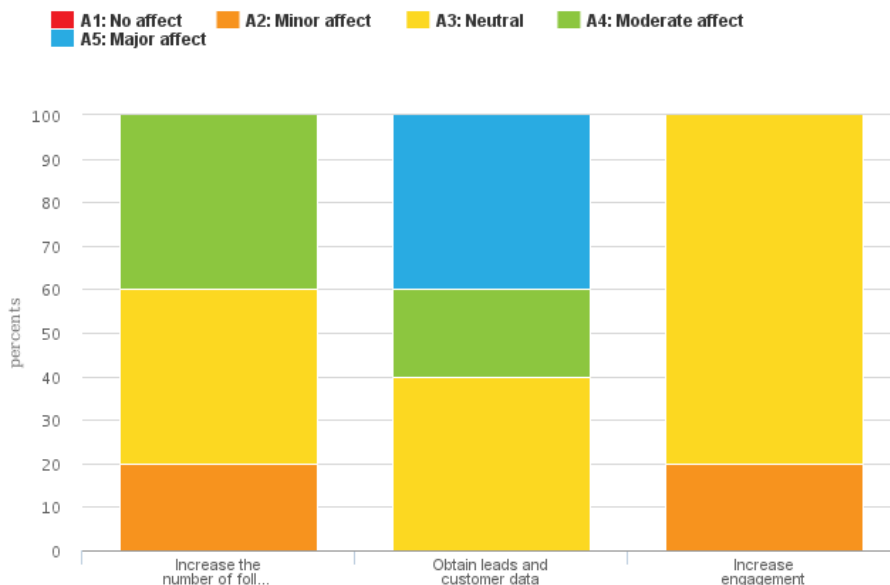A1: None (50.0%). [SL] → continue to Q5 (branch A)

A2: Yes, between 1 and 5 (20.0%). [SL] → continue to Q7 (branch B)

A3: Yes, between 6 and 10 (30.0%). [SL] → continue to Q7 (branch B)

A4: Yes, more than 10 (0.0%). [SL] → continue to Q7 (branch B)


## Q5 (branch A): What impact do you think a social contest can have to:

(question type: sliders)

**Legend:** ■ A1: No affect  ■ A2: Minor affect  ■ A3: Neutral  ■ A4: Moderate affect  ■ A5: Major affect



**Increase the number of followers**

No affect (0.0%) • Minor affect (20.0%) • Neutral (40.0%) • Moderate affect (40.0%) • Major affect (0.0%)
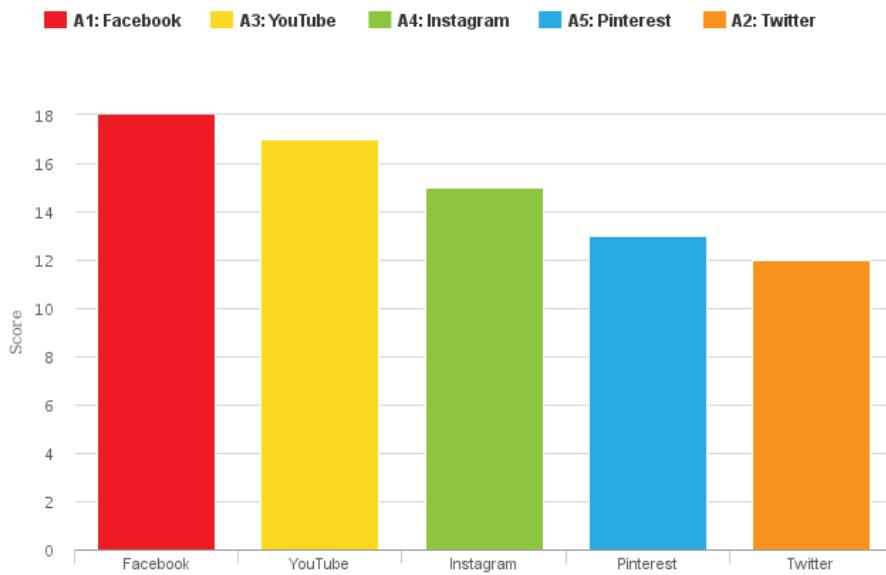
**Obtain leads and customer data**

No affect (0.0%) • Minor affect (0.0%) • Neutral (40.0%) • Moderate affect (20.0%) • Major affect (40.0%)

**Increase engagement**

No affect (0.0%) • Minor affect (20.0%) • Neutral (80.0%) • Moderate affect (0.0%) • Major affect (0.0%)

## Q6 (branch A): Which socials would you utilize to launch a contest? (rank in order, the most likely on top) (question type: reorder)



A1: Facebook (18)
A3: YouTube (17)
A4: Instagram (15)
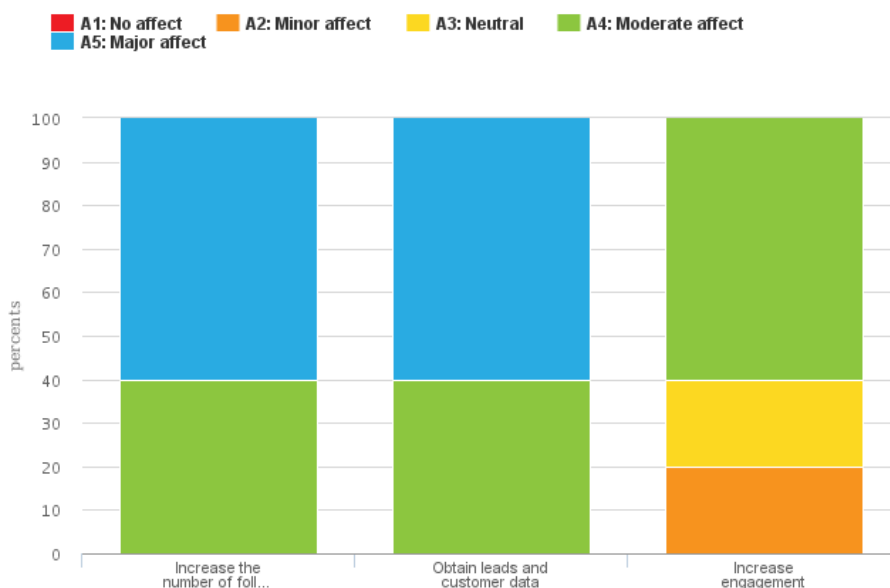A5: Pinterest (13)
A2: Twitter (12)

## Q7 (branch B): Which socials have you utilized to launch the contests?
(question type: checkboxes)
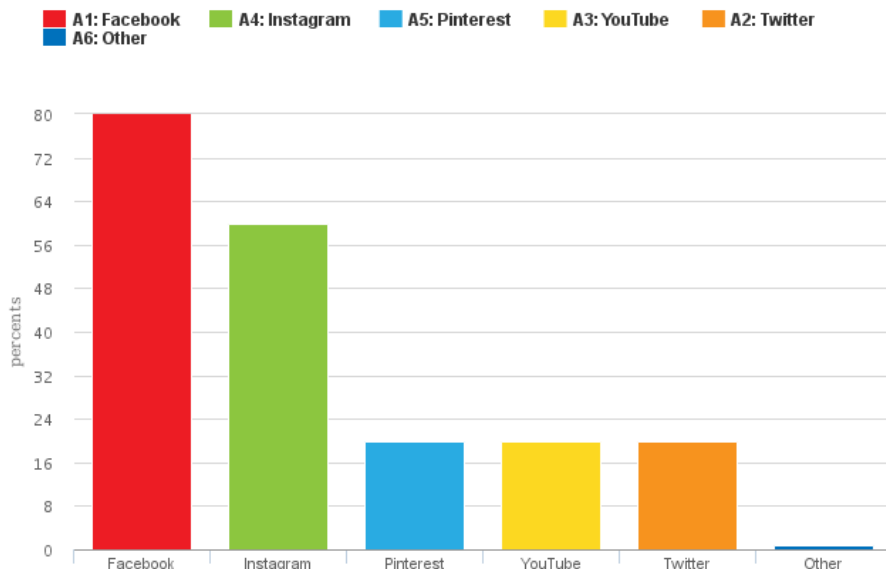


A1: Facebook (80.0%)
A4: Instagram (60.0%)
A5: Pinterest (20.0%)
A3: YouTube (20.0%)
A2: Twitter (20.0%)
A6: Other (0.0%)

## Q8 (branch B): What impact had the social contests to:
(question type: sliders)



**Increase the number of followers**
No affect (0.0%) • Minor affect (0.0%) • Neutral (0.0%) • Moderate affect (40.0%) • Major affect (60.0%)
**Obtain leads and customer data**
No affect (0.0%) • Minor affect (0.0%) • Neutral (0.0%) • Moderate affect (40.0%) • Major affect (60.0%)
**Increase engagement**
No affect (0.0%) • Minor affect (20.0%) • Neutral (20.0%) • Moderate affect (60.0%) • Major affect (0.0%)

## Q9 (branch B): Which difficulties have you encountered in the social contests' preparation, management, and results evaluation?
(question type: open ended)

See Appendix OE2

**question types**
• radio buttons: single choice question
• checkboxes: multiple choice question
• combobox: single choice question (drop-down menu)
• open ended: open ended question
• sliders: rating of items on the same scale
• reorder: items comparison by rank order

**about this survey**
skip logic: yes, 2 branches.
total number of questions:
• branch A: 6 questions (1 open ended)
• branch B: 7 questions (2 open ended)