

# understand your customers



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customer insights that you can act upon to create a more successful and desirable product or service with a superior user experience.

## how it works

we prepare and submit a survey to existing or potential customers. based on your initial input (survey goals and preliminary questions):

- we fine-tune the text to avoid bias and increase effectiveness
- we choose the appropriate question types, order, total number, and balance between open and closed questions
- we find whether skip logic is required.

for every survey we provide a report with all the results expressed in user-friendly charts to highlight the customer insights.

the survey could target existing or potential customers. for existing products/services forward the existing customers the survey link that we provide. in the event of a new product/service we will use panels to find potential customers for you.

## question types and results

- radio buttons: single choice question (results expressed as percentages)
- checkboxes: multiple choice question (results expressed as percentages)
- open ended: open ended question - text area (all answers are reported)
- sliders: rating of items on the same scale (results expressed as percentages)
- reorder: comparing items by rank order (results expressed as scores\*)

\* this is how a score is calculated: points are assigned to each answer choice, in the order of highest to lowest number of points (e.g. if there are 5 choices, the first place = 5 points, the second place = 4 points, etc.). The score is the points total for each answer choice.

## about this survey

target: social media managers

survey participants: own list

number of survey completes: 10 (sample)

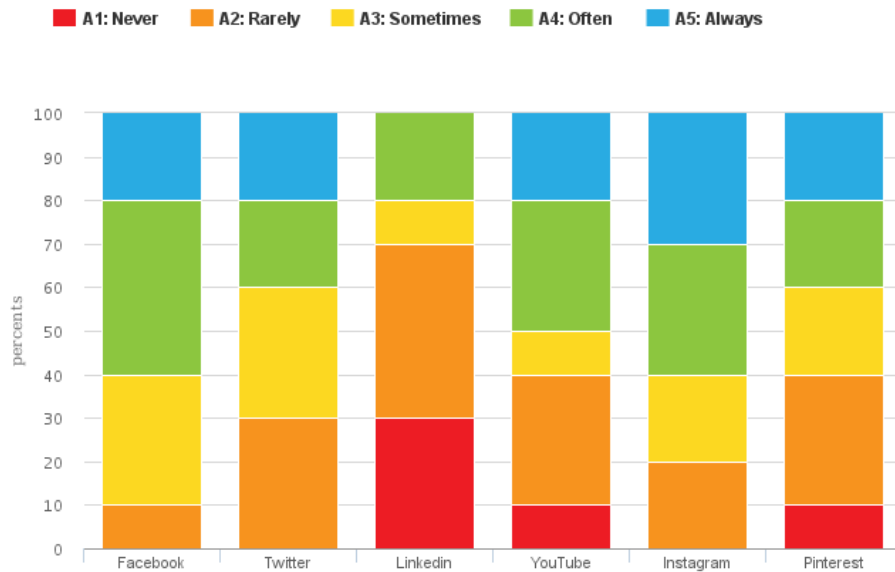
skip logic: yes, 2 branches

total number of questions:

- branch A: 6 questions (1 open ended)
- branch B: 7 questions (2 open ended)

# 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%)

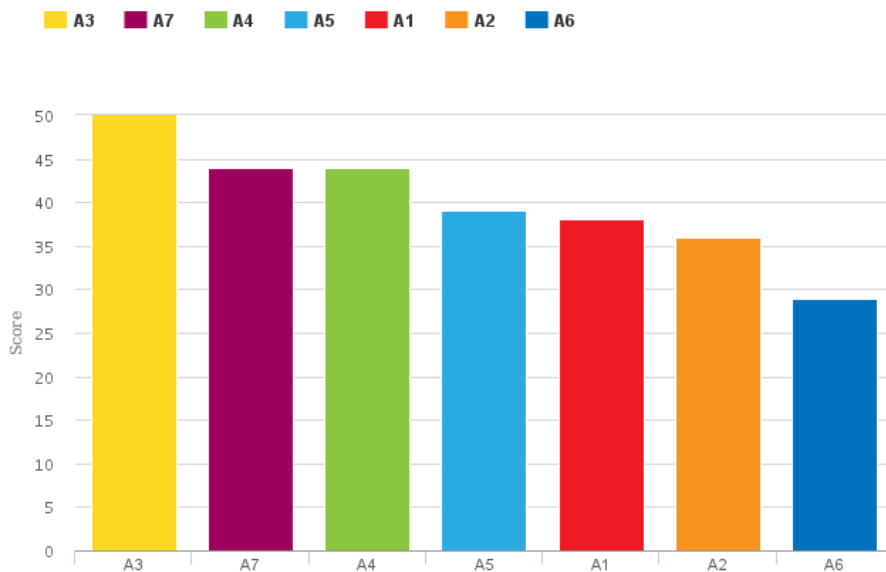
## Instagram

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)

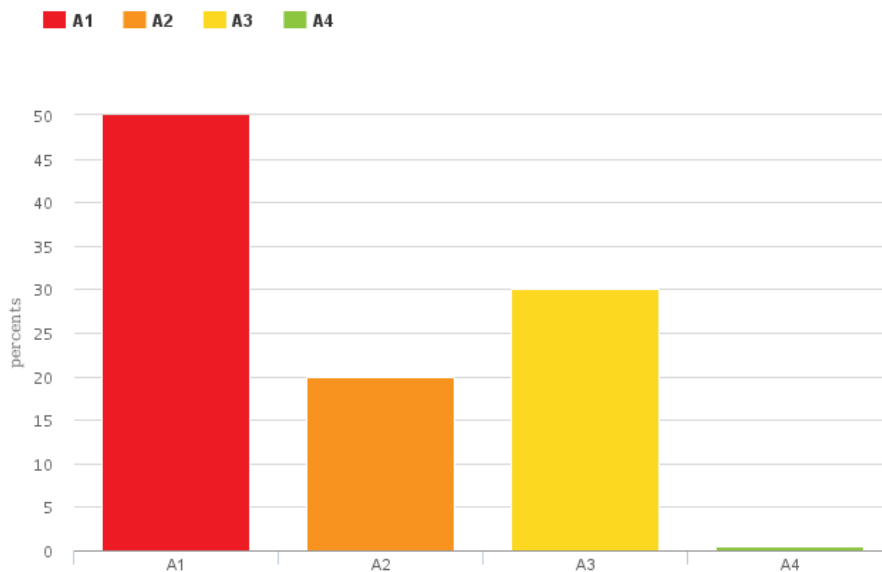
A6: Increase reach of posts (29)

## 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])



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

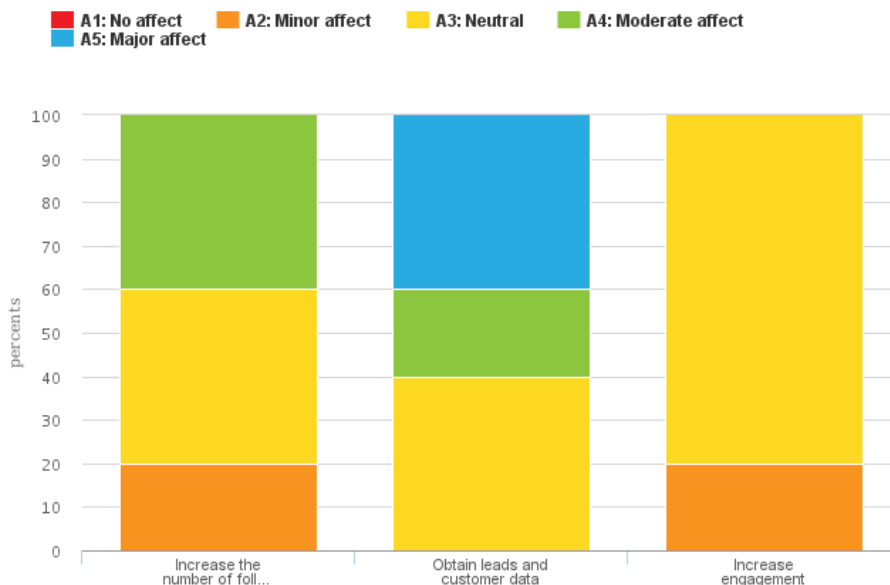
A2: Yes, between 1 and 5 (20.0%). [SL] → continue to Q7 (branch B)

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)



### Increase the number of followers

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

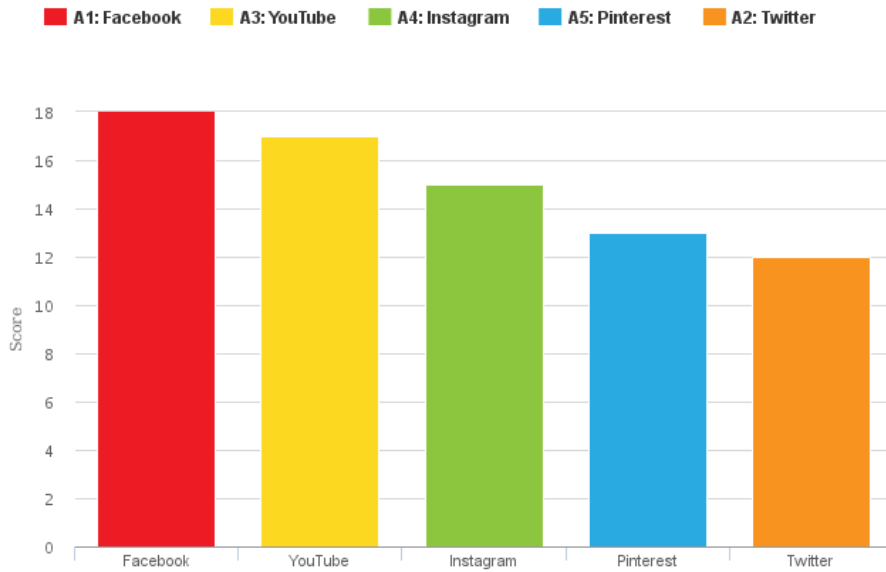
### Obtain leads and customer data

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

### Increase engagement

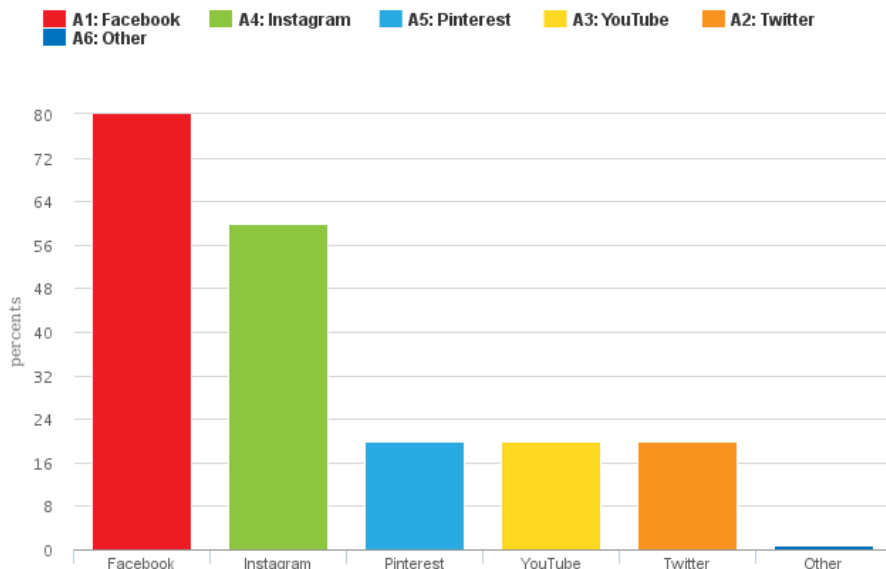
No affect (0.0%) • Minor affect (20.0%) • Neutral (80.0%) • Moderate affect (0.0%) • Major affect (0.0%)

## 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)

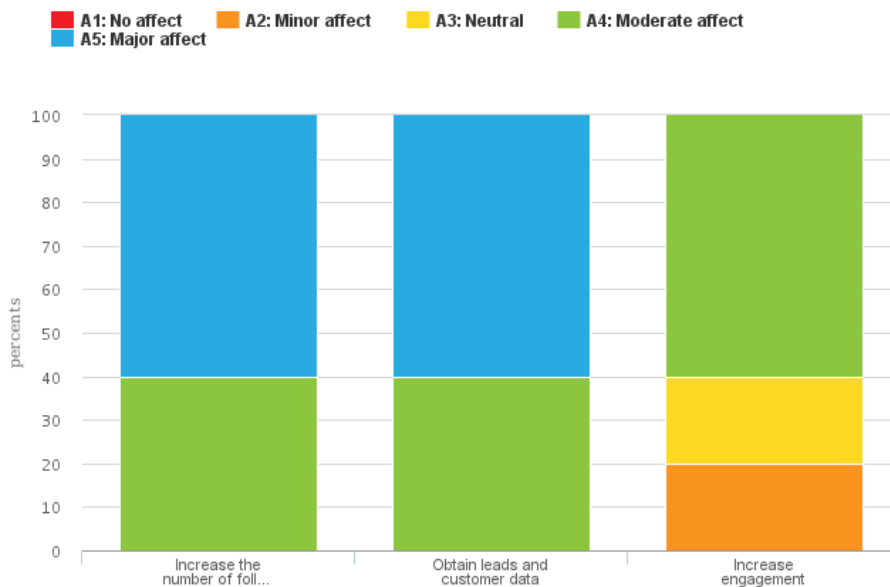
## Q7 (branch B): Which socials have you utilized to launch the contests? (question type: checkboxes)



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



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