

Digital Marketing Channel Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Keep these exact options when adapting the questionnaire; replace placeholders with real context.

1. How did you first hear about [business or offer]?

- ☐ Search
- ☐ Social media
- ☐ Email
- ☐ Recommendation
- ☐ In person
- ☐ Other
- ☐ Do not recall

2. Which source helped you compare options?

- ☐ Website
- ☐ Reviews
- ☐ Social posts
- ☐ Video
- ☐ Staff conversation
- ☐ Friends
- ☐ None
- ☐ Other

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3. Which channel would you use to ask a question?

- ☐ Website form
- ☐ Email
- ☐ Phone
- ☐ Social message
- ☐ In person
- ☐ Other

4. How useful was the information you found online?

- ☐ Very useful
- ☐ Somewhat useful
- ☐ Neither
- ☐ Not very useful
- ☐ Not useful
- ☐ Did not look online

5. What information was missing?

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6. Which updates would you choose to receive if you separately opted in?

- ☐ Product news
- ☐ Practical tips
- ☐ Events
- ☐ Offers
- ☐ None
- ☐ Other

7. What would make contacting the business easier?
