



CONTENT MARKETING QUESTIONNAIRE

Company Name _____

Your Name _____ **Email Address** _____

Job Title _____ **Mobile** _____

What is the primary goal of your current content marketing strategy?

- Brand awareness
- Lead generation
- Customer engagement
- Sales Conversion

Which types of digital content does your business currently utilize?

- Blog posts
- Email sequences or newsletters
- Social media posts
- Videos
- Podcasts
- Infographics
- Whitepapers/eBooks
- Webinars

How frequently does your business publish new content?

- Daily
- 2-3 times a week
- Weekly
- Bi-weekly
- Monthly
- Less Frequently

Who is responsible for creating and posting content within your company?

- Internal marketing team
- CEO/Founder
- Dedicated content team
- Outsourced agency
- Combination of both

If you outsource content creation, what factors influenced your decision?

- Cost-effectiveness
- Expertise
- Time constraints
- Lack of in-house resources
- Other (please specify)



CONTENT MARKETING QUESTIONNAIRE

How do you measure the success of your content marketing efforts?

- Website traffic
- Social media engagement
- Lead generation
- Other (please specify) _____
- Conversion rates
- Customer feedback

What challenges do you face in executing your content marketing strategy?

- Limited budget
- Lack of time/resources
- Difficulty in creating engaging content
- Other (please specify) _____
- Keeping up with industry trends
- Measuring ROI

Which social media platforms are most effective for your content distribution?

- Facebook
- Instagram
- Twitter
- Other (please specify) _____
- LinkedIn
- Youtube
- Tiktok

How do you tailor your content for your target audience?

- Audience research
- Persona development
- Other (please specify) _____
- Feedback and comments
- Data analytics

What emerging trends in content marketing do you plan to explore in the next 12 months?

- Interactive content
- AI-driven content personalization
- Video content
- Other (please specify) _____
- Virtual events/webinars
- Voice search optimization