



Survey Your Target Audience: Top Questions to Ask

1. What do you like about our brand?

2. How did you discover our brand?

3. What type of content would you like to see from us?

4. How would you prefer to receive updates from us?

5. How has coronavirus impacted your shopping behavior?



6. How often do you think you will buy our products or services now?

7. What does your family define as essential purchases during this time?

8. What do you think businesses should be doing right now to help people during the pandemic? What products and services did you consider a priority before the pandemic?

9. What products and services do you consider a priority in the coming weeks?



10. What brands do you think are doing a good job of supporting people during the coronavirus? What brands do you think are doing a bad job of supporting people during the coronavirus? How has the coronavirus impacted your use of social media platforms?

11. Where are you getting your info about products and services now?

12. What social media outlets do you use regularly?
