

HOW TO RUN A SUCCESSFUL Audience Survey

Creating an audience survey can be difficult. Use this template to make the process easy. By the time you've completed your survey, you'll have a clear idea of who your most dedicated readers and followers are. When your survey is complete, use the information gathered to build your Audience Persona.

Step 1: Define Your Purpose

Start by asking why you're creating your survey in the first place. Identify five things you most want to learn about your audience:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Choose Your Platform

There are several popular survey platform available. Here are some recommended options:

- Survey Monkey
- Polldaddy
- Google Drive - Forms

Step 3: Craft Your Questions

When creating questions for your audience survey, it's important to keep in mind what you want to learn from each one. Here are some sample recommend questions to consider for inclusion:

- ☐ Name
- ☐ Age
- ☐ Gender
- ☐ Location
- ☐ Job Title
- ☐ Rate your experience level (1 – 10)
- ☐ Which social networks are you most active on? [List options]
- ☐ What are your five biggest problems?
- ☐ What types of content do you want us to publish? [List content types]

- ☐ Which topics would you like our content to cover? [List relevant topics]
- ☐ What do you enjoy about our content the most?
- ☐ How can we improve our content to better meet your needs?

Step 4: Set A Survey Deadline

It's important to ensure your deadline is clear to participants. Two weeks to one month is a good timeframe to gather sufficient data. You may see you receive your highest engagement levels right away, but may see late-comers arrive near the end.

Step 5: Create A Survey Promotion Plan

Once you've created your survey, you'll need to help your audience find it. Consider pushing it through the following channels:

- ☐ Dedicated email to your audience
- ☐ In your email signature
- ☐ Across all your social media platforms
- ☐ Website or blog pop-up
- ☐ Press release to news outlets in your industry

Step 6: Analyze Your Survey Data

Once your survey is complete, it's time to analyze your data. Look for the following findings:

- ☐ Which gender makes up the majority of your audience?
- ☐ Where are they located?
- ☐ Where are they most active online?
- ☐ Does your current content address their interests and concerns?
- ☐ Common patterns or themes in audience responses.

Step 7: Define Your Audience

Based on your survey findings, complete the following sentence:

"[INSERT YOUR BRAND] creates content to help and inform [INSERT DEMOGRAPHIC] so they can [INSERT ACTION] better."

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