

Online marketing strategy

You are invited to participate in a research study entitled "Online Marketing Strategy". Your participation in the study will contribute to a better understanding of this research study. The purpose of this research is to study about online marketing strategies and provide practical recommendation on improving the strategies. The activity will take approximately 5-10 minutes to fill up the survey questionnaires and this survey is completely for educational purpose.

* Required

1. On average, how much do you spend your time on the Internet? *

Mark only one oval.

- Very low
- Low
- Moderate
- High
- Very high

2. Where do you spend your time most online? *

Mark only one oval.

- Social media platforms (Facebook, YouTube, Instagram, Twitter)
- Searches (Google)
- Reading content (Articles, blogs, news stories)
- email/communications
- Online shopping
- Others

3. Do you rely on only one medium to get knowledge about any brand? *

Mark only one oval.

Yes

No

4. Which source do you prefer the most to get awareness of various brands? For example, brand like GoldStar shoes. *

Mark only one oval.

Social media platforms

emails

website and blogs

Google Ads

In-store promotions

Others

5. How effective do you think these online marketing activities are? *

Mark only one oval per row.

	Not effective	Somewhat effective	Effective	Very effective
websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content (Articles, blogs, news stories) marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Why do you think the popularity of online marketing is rising? *

Check all that apply.

- Stay informed
- Get updated
- Get access
- Interaction
- Others

7. What benefits does online marketing offer over the traditional marketing? *

Mark only one oval.

- Wide range of information
- Cost effective
- Saves time
- Easy shopping
- Convenient
- Others

8. Should companies use online activities in their marketing efforts? *

Mark only one oval.

- Agree
- Strongly agree
- No opinion
- Disagree
- Strongly disagree

9. Are you following GoldStar shoes brand in any one of the online medias? *

Mark only one oval.

Yes

No

10. If you are following GoldStar shoes online, please rate the scales between 1 to 5 where 5 being the highest for the given current online marketing strategies practised by GoldStar company.

Mark only one oval per row.

	1	2	3	4	5
Social media platforms (Facebook, Instagram, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content (Articles, blogs, news stories)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. If you are following GoldStar shoes online, please select option on what GoldStar shoes focus the most to improve its online marketing strategies?

Mark only one oval per row.

	Least Important	Not Important	Important	Very Important
Run Google ads, facebook ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make mobile-friendly website and update content regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Active on email communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Active presence on social media platforms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Your age? *

Mark only one oval.

18-25

25-35

35-45

45-55

55-65

65+

13. What is your gender? *

Mark only one oval.

Male

Female

14. What is your occupation? *

Mark only one oval.

Student

Employee (service)

Self-employed

Others

Thank You, for your precious time !

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