

# Appendix

## Swift feedback

Thank you for participating in this Survey, we value your feedback.

### Understanding Social Media Marketing at Swift Conveyz Logistics: Employee Questionnaire

*\*Required*

1. What is your gender? \*
  - Male
  - Female
  - Non-binary/Third gender
  - Prefer not to say
  - Other:
2. What is your age? \* Mark only one oval.
  - Under 18
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65 or older
3. What is your job position at Swift Conveyz Logistics? \*
  - Management
  - Operations
  - Sales and Marketing
  - Customer Service
  - Other:
4. How long have you been employed at Swift Conveyz Logistics? \* Mark only one oval.
  - Less than 1 year
  - 1-3 years
  - 4-6 years
  - 7-10 years
  - More than 10 years
5. How often do you use social media platforms for work-related purposes? \*
  - Daily
  - A few times a week

- Once a week
  - Rarely
  - Never
6. Which social media platforms do you use for work-related purposes? \*
- Facebook
  - Twitter
  - Instagram
  - LinkedIn
  - YouTube
  - Other:
7. How effective do you think the company's current social media marketing strategy is? \*
- Very effective
  - Effective
8. How important do you think social media marketing is for the success of the company? \*
- Very important
  - Important
9. How would you rate the quality of content posted on the company's social media platforms? \*
- Excellent
  - Good
  - Average
  - Poor
  - Very poor
10. How often do you think the company should post on social media platforms? \*
- Multiple times a day
  - Once a day
  - A few times a week
  - Once a week
  - Less than once a week
11. How satisfied are you with the company's social media marketing efforts? \*
- Very satisfied
  - satisfied
12. What do you think the company's target audience is? \*
- Individuals
  - Small businesses
  - Large corporations

- Other:
13. In your opinion, what is the most important aspect of social media marketing? \*
- Content creation
  - Engagement with followers
  - Consistency in posting
  - Use of hashtags and keywords
  - Other:
14. What are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply) \*
- Increase brand awareness
  - Drive website traffic
  - Generate leads
  - Improve customer engagement
  - Other:
15. How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy? \*
- effective
  - Very effective
16. How can the company improve its social media marketing efforts? \*
- Increase the frequency of posts
  - Post more engaging content
  - Improve the quality of visual content
  - Post more informative content
  - Other:
17. What are the main challenges that the company faces when it comes to social media marketing? \*
- Lack of resources (budget, time, staff)
  - Difficulty in measuring ROI
  - Difficulty in generating engagement
  - Lack of understanding of social media best practices
  - Other:
18. How does the company measure the success of its social media marketing efforts? \*
- Increased engagement (likes, comments, shares)
  - Increased website traffic
  - Increased sales Increased brand awareness

- Other:

### **Swift feedback**

**Thank you for participating in this Survey, we value your feedback.**

### **Understanding Social Media Marketing at Swift Conveyz Logistics: Customers**

#### **Questionnaire**

*\*Required*

1. What is your gender? \*
  - Male
  - Female
  - Non-binary/Third gender
  - Prefer not to say
  - Other:
2. What is your age? \* Mark only one oval.
  - Under 18
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65 or older
  - Other:
3. What is your Occupation? \* Mark only one oval.
  - Employed
  - Self-Employed
  - Student
  - Other:
4. How long have you been using Swift Conveyz Logistics' services? \* Mark only one oval.
  - Less than 6 months
  - 6 months to 1 year
  - 1-2 years
  - 2-5 years
  - More than 5 years
  - Rarely (a few times a year)
  - Never used before
5. How did you first hear about Swift Conveyz Logistics? \* Mark only one oval.

- Social media (Facebook, Twitter, Instagram)
  - Referral from friend or colleague
  - Online search (Google, etc.)
  - Other:
6. How frequently do you use Swift Conveyz Logistics' services? \* Mark only one oval.
- Daily
  - Weekly
  - Monthly
  - Occasionally
  - Rarely
7. How do you prefer to communicate with Swift Conveyz Logistics? \* Mark only one oval.
- Phone call
  - Email
  - Social media messaging
  - In-person meeting
8. How likely are you to recommend Swift Conveyz Logistics to a friend or colleague? \*
- likely
  - Very unlikely
9. How satisfied are you with the quality of service provided by Swift Conveyz Logistics? \*
- Very satisfied
  - Satisfied
10. How satisfied are you with the company's social media presence and communication? \*
- Satisfied
  - Very dissatisfied
11. Which social media platforms do you use? \*
- Facebook
  - Twitter
  - Instagram
  - LinkedIn
  - Other:
12. Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a \* comment or review)?
- Yes
  - No

13. How important is social media in your decision-making process when choosing a logistics company? \*
- Important
  - Very important
14. How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy? \*
- Very effective
  - Effective
15. How can the company improve its social media marketing efforts? \*
- Increase the frequency of posts
  - Post more engaging content
  - Improve the quality of visual content
  - Post more informative content
  - Other