

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