

How long have you been a customer?

(insert the appropriate timeframes for your business)

I haven't purchased yet

Less than a year

Between 1-3 years

I'm not sure

Please let us know your awareness of the following products/services.

(insert the products and services)

I've used before but not now

I currently use

I'm aware of

I'm not aware of

I'm interested in

I'm not interested in

Use another supplier

Are there other products/services that we are currently not doing that you would be interested in?

Please tell us

Please rate how important are the following attributes?

(insert the attributes of your product or service)

Essential

Very important

A consideration

Not important at all

Please think back to when you first purchased our product/service. Were you specifically looking for our brand/product or were you just browsing and came across us?

(only relevant for those who have purchased)

Just browsing

Specifically looking

Where did you look for us?

(insert all the appropriate places)

Google

Bing/Yahoo

Social (please specify which channel)

Forums

Went directly to your website

Asked friends /family

Can you remember what search term or hashtag you used to look for us?

Yes (please tell us)

No

Not applicable

Where were you browsing when you came across us?

(only relevant for those browsing)(insert all relevant marketing you are doing)

Social (please specify where)

Google

Blog (please specify)

Etsy

Amazon

Did you click through to our website straight away?

(only relevant for the people from previous question)

Yes straight away

No I saw your brand/product a few times before I clicked through

No I saw your brand/product several times before I clicked through

What made you click through at that time?

(only relevant if they answered No in previous question)

Please tell us

Once you clicked through to the website did you purchase our product/service on that first visit?

Yes

No

Can't remember

How many visits did you make to our website before you purchased our product/service?

Twice

A few times

Many times

I can't remember

How much time went by before you made the purchase?

(only relevant for those who've answered the previous question)

Please tell us

I can't remember

What led you to purchase at the time that you did?

(only relevant for those who have answered the question above)

Please tell us

Did you consult anyone or get anyone's input into your decision to buy our product/service?

Yes (please tell us who eg partner, family, friend)

No

I can't remember

Did you look at any competitor products when considering buying a product or service from us?

Yes (please tell us what companies you looked at)

No

What other online tools or resources are helpful when considering purchasing a product/service like ours?

(insert whatever is relevant to your business)

Videos

Live Chat

FAQ

Reviews

Testimonials

What did you love about the product or service?

Please tell us

Was there anything you didn't love about the product or service?

Please tell us

How would you rate your experience of our website?

Very Poor

Poor

Good

Very Good

I haven't been to your site

Did you find what you were looking for easily?

Yes

No

Did you find the checkout process straightforward?

Yes

No (please tell us your concerns)

I can't remember

Do you have any suggestions for how we could improve the website?

Please tell us

Do you think our shipping prices are fair?

Yes

No (please let us know why not)

I can't remember

Were you adequately informed about your order's progress?

Yes

No (please tell us your concerns)

I can't remember

Were you happy with how long it took to receive your order?

Yes

No (please let us know why)

I can't remember

Do you ever come to our website for anything other than shopping?

Yes (please tell us what for)

No

Not applicable

Are you aware that we have blogs on the site?

Yes

No

Not sure

Do you read the blogs?

(only applicable for those who've answered yes above)

Yes

No

If the blogs were on different topics would you be interested in reading them?

(only applicable for those who've answered No above)

Yes (please tell us what topics)

No

Is there anything that can be improved about our blogs?

Please tell us

How do you best like to be kept up to date from our company?

(insert all relevant comms channels)

Email

Facebook

Website

SMS

Twitter

Instagram

Please rank which social media channels you use the most with a 6 being the most. If you don't use a channel please leave it blank.

Facebook

Instagram

Twitter

Pinterest

You Tube

LinkedIn

Google +

How often do you use social media?

Once a week

Once every few days

Every day

Several times a day

Do you follow us on social media?

Yes (please tell us which channels)

No

Is there anything that could be improved about our social media?

Please tell us

What websites do you use most often?

Please tell us

What blogs or influencers do you follow?

Please tell us

Do you read newspapers/magazines?

Yes (please tell us which ones)

No

Do you receive our newsletters?

Yes

No

Not sure

Do you read them?

(only for people who've answered yes above)

Yes

No

Is there anything that could be improved about our newsletters?

Please tell us

Please let us know what content interests you the most with 6 being the most. If you are not interested in the content option please leave it blank.

(insert your perceived content pillars/themes)

Environmental Info

Natural ingredients

Nutrition

Beauty Tips

Eco- tourism

Other (please tell us)

What do you most love about our brand?

Please tell us

What do you least like about our brand?

Please tell us

How technologically savvy would you describe yourself?

Not savvy at all

I struggle but get there in the end

I'm confident

I'm digitally savvy

Are you male or female?

Male

Female

What age are you?

(insert the demographic age groupings relevant to your business)

Where are you based?

(insert the demographic regions you're interested in, it could be country or state)

Other (please tell us where)

There are many other questions that you might want to add and if you are not an e-commerce business you would probably remove many of the questions here. If you are B2B you may want to know more about their industry vertical. Or you may want to know more about the other people involved in the decision making process. You may want to test stakeholder assumptions around why they feel people buy the product or service, in this instance you could ask: "We are hearing from buyers that they are willing to pay more for our /service solution because it [insert what stakeholder thinks is key]. What are your thoughts on that?"