



HIGH STREET BUSINESS PROFILING
QUESTIONNAIRE

DIGITAL HIGH STREET

HIGH STREET BUSINESS PROFILING QUESTIONNAIRE

COMPANY GOALS

| | What are your top five company goals for the next 12 months |
|---|---|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |

BUSINESS PURPOSE

What would you say is your main purpose as a business?

PRODUCTS / SERVICES OVERVIEW

| | List main products / services you provide |
|---|---|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |

CURRENT ADVERTISING CHANNELS

| | Let's take a look at what you currently do | Tick any that you currently use |
|---|--|---------------------------------|
| 1 | Social Media | |
| 2 | Local Press / Publications | |
| 3 | Shopfront | |
| 4 | Banners / Signs | |
| 5 | Sponsorship /Charities | |
| 6 | Website | |

SOCIAL MEDIA

| Let's look a little closer | Followers | Posts per week |
|----------------------------|-----------|----------------|
| Twitter | | |
| Facebook | | |
| Instagram | | |
| LinkedIn | | |
| | | |

SOCIAL MEDIA STRATAGY

| | Tick all that apply with regards to your social media use | |
|----|---|--|
| 1 | I use social media but unsure how to measure its effectiveness for sales / custom | |
| 2 | I get some likes but very little engagement or comments on posts | |
| 3 | I have a lot of followers but not many are local | |
| 4 | Most of my followers are already existing customers | |
| 5 | I don't advertise on social media, I only use it to raise profile in community | |
| 6 | I'm not sure how many in my local community actually see my posts | |
| 7 | I get a lot of interaction and messages via my social media in relation to sales | |
| 8 | My sales have increased significantly by using social media | |
| 9 | I attract a lot of new customers to my business by using social media | |
| 10 | Social media is so beneficial to my business that I pay to boost posts and increase reach | |

HOW LONG DO YOU SPEND EACH DAY ON SOCILA MEDIA FOR YOUR BUSINESS?

| | Select the best answer that represents your business in a typical week | |
|---|--|--|
| 1 | 0 – 2 hours | |
| 2 | 2 – 5 hours | |
| 3 | 5 – 10 hours | |
| 4 | 10 hours + | |
| 5 | It feels like a full time job | |

OTHER ADVERTISING

| Tick all that apply in relation to other means of advertising you use for your business | |
|---|--|
| 1 | Local newspapers / magazines |
| 2 | Local Business Directory / Pages |
| 3 | Regional Business Directory / Pages |
| 4 | Shop Front / pavement Board |
| 5 | Banners placed locally |
| 6 | Posters / displays within business premises |
| 7 | Local sponsorship e.g. sports team, school, charity, business events |
| 8 | Radio / TV |
| 9 | E-bay / Etsy / Online Sales Sites |
| 10 | Other – please note below |

ADVERTISING EFFECTIVENESS

| Questions | |
|-----------|--|
| 1 | Which of the advertising methods above work best for you and why? |
| 2 | What is your approximate weekly budget for these methods of advertising? |
| | £0 - £10 |
| | £10 - £20 |
| | £20 + |