



Digital Marketing Questionnaire

Client Information:

- Business Name:
- Contact Person:
- Email:
- Phone Number:
- Business Address:
- Industry:

1. General Marketing Goals:

- What are your main marketing objectives (e.g., brand awareness, lead generation, sales growth)?
- Who is your target audience?
- What are your key performance indicators (KPIs) for success?

2. Current Marketing Efforts:

- Do you have an existing marketing strategy? (Yes/No)
- What digital marketing channels are you currently using (e.g., social media, email marketing, SEO, PPC)?
- What has been the most successful channel for you so far and why?
- What challenges are you facing with your current marketing efforts?



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3. Website and Online Presence:

- Do you have a website? (Yes/No)
- If yes, what is the URL?
- How would you rate your website's current performance (e.g., traffic, conversions)?
- Do you have any existing analytics tools in place (e.g., Google Analytics)?
- Are you interested in website optimization or redesign?

4. Social Media:

- Which social media platforms are you currently using (e.g., Facebook, Instagram, LinkedIn, Twitter)?
- How often do you post on social media?
- Do you have a content calendar or posting schedule?
- What type of content performs best for you on social media?

5. Content Marketing:

- Do you have a blog or regularly publish content? (Yes/No)
- What type of content do you create (e.g., articles, videos, infographics)?
- How often do you publish new content?
- Do you have a content strategy in place?



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6. Search Engine Optimization (SEO):

- Have you done any SEO work on your website? (Yes/No)
- What are your primary keywords or search terms?
- Are you currently using any SEO tools or services?
- Have you conducted an SEO audit recently?

7. Pay-Per-Click (PPC) Advertising:

- Are you running any PPC campaigns (e.g., Google Ads, Facebook Ads)? (Yes/No)
- What is your monthly budget for PPC advertising?
- What are your main goals for PPC (e.g., traffic, conversions, sales)?
- Have you tracked the performance of your PPC campaigns?

8. Email Marketing:

- Do you have an email marketing strategy? (Yes/No)
- What email marketing platform do you use (e.g., Mailchimp, Constant Contact)?
- How often do you send out emails/newsletters?
- What is your average open rate and click-through rate?



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9. Competitor Analysis:

- Who are your main competitors?
- What digital marketing strategies do you admire in your competitors?
- Are there any specific tactics you want to emulate or avoid?

10. Budget and Timeline:

- What is your budget for digital marketing?
- Do you have any specific deadlines or timelines for your marketing campaigns?

11. Additional Information:

- Are there any specific services or strategies you are particularly interested in?
- Do you have any other comments or information that would help us understand your needs better?



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