

Questionnaire to identify your Ideal Client (B2C)

DEMOGRAPHIC DATA

Name: _____ Age / Gender: _____

Profession: _____

Business category / Company: _____

Marital status: _____

Family composition: _____

Education level: _____

Location: _____

Comments / Notes: _____

PSYCHOLOGICAL DATA

1. What image do you have from our company? _____

2. Why did you become our customer? What differentiate us from our competition?

3. What do you like best about us? _____

4. What do you like least? _____

PSYCHOLOGICAL DATA (CONT.)

5. What was the most gratifying moment you had with us? _____

6. What was the most frustrating incident you lived with us? _____

7. Select those items you can identify with: (these data will be from your own business or category, here are some suggestions)

7. a. Payment Type: Cash Credit

7. b. Demands exclusivity: Yes No

7. c. Ponder: quality over price price over quality

7. d. Consume our services / products regularly

7. e. Consume products from our competitors: Never Sometimes
 Occasionally
 I am considering it

7. f. Do you recommend us to colleagues: Yes No

7. g. Have we met your expectations: 100% 75% 50% 25% 0%

7. h. Comments / Notes: _____

PROBLEMAS Y NECESIDADES

1. At what moment do you connect to the Internet? _____

2. What are the main problems or questions do you have about _____?
(Your business)

PROBLEMS AND NEEDS

- 3. Where do you usually make your searches? Google Bing Yahoo!
- 4. Do you use social networks? Which ones? Facebook Twitter LinkedIn
 Others:
- 5. Which websites ----- do you frequent? What do you look for at
(Your business)
each one of them? _____

- 6. Are you subscribed to Newsletters of -----? Which ones? _____
(Your business)

- 7. Do you use your mobil phone to read emails? Yes No
- 8. Would you prefer to receive our newsletter optimized for mobile? Yes No
- 9. Do you surf the Internet from your mobile? Yes No
- 10. Would you prefer that our site is optimized for mobile? Yes No
- 11. Comments / Notes: _____

