



BUSINESS SAVVY DESIGN

EMAIL MARKETING QUESTIONNAIRE

Thank you for your interest in Brew Creative. Please complete the following questionnaire to the best of your ability.

Respond by email

The grey form fields can be filled in directly through Adobe Acrobat Reader, Adobe Acrobat Professional or Preview (for MAC). Simply click on the checkboxes to select your option. When you are done with the questionnaire, please save it and email it to hello@iheartbrew.com.

Respond by fax

You can also print this form, fill it out and fax it to us at 3150 6348. Do consider the environment before printing and use recycled paper where possible.

Contact name

Company name

Company registration

Phone number

Email address

Company address

Postal code

Do you currently have a mailing list?

If 'yes', what is the size and where how did you acquire it?

How often do you plan to send email newsletters?

Do you need to segment your mailing list for targeting purposes?

☐ Yes ☐ No

How are you currently sending email newsletters?

☐ Regular email program (*e.g. Outlook, Gmail, Hotmail etc*)
☐ Email marketing software by _____

What is the purpose of your email newsletters?

☐ Promotions
☐ Event Invitations & follow-ups
☐ News updates
☐ Others _____

What are you email marketing goals?

☐ Grow my mailing list by _____ % monthly
☐ Drive traffic to my website
☐ Increase number of enquiries for my products/services
☐ Simply to keep my audience updated
☐ Others _____

Do you intend to purchase a database of email address?

If 'yes', what are the demographic properties of the contact list?

Do you wish to accept subscriptions to your newsletters from your website through a form?

☐ Yes

☐ No

Do you know how to program HTML?

☐ Yes

☐ No

How do you want to manage your email marketing strategy?

☐ Give me advice, provide me with software, but I'll do it myself.

☐ I'll provide the contents, Brew Creative can send the emails for me.

☐ I'll require Brew Creative to conceptualize, execute and evaluate an email marketing strategy for me.

What email application do you currently use to read your emails?

e.g. Outlook, Hotmail, Gmail etc

What email address do you intend to send your newsletters from?

e.g. marketing@mydomain.com

Are you interested to know how you can avoid getting your emails labelled as spam? ☐ Yes ☐ No

Do you require email template design services? ☐ Yes ☐ No

Do you currently subscribe to email newsletters from other websites?

If 'yes', please provide the URLs of the websites with email designs that you like.

When do you want to send your first/next email campaign?

How did you find out about Brew?

THANK YOU FOR FILLING OUT THIS QUESTIONNAIRE. WE WILL BE IN TOUCH SHORTLY!