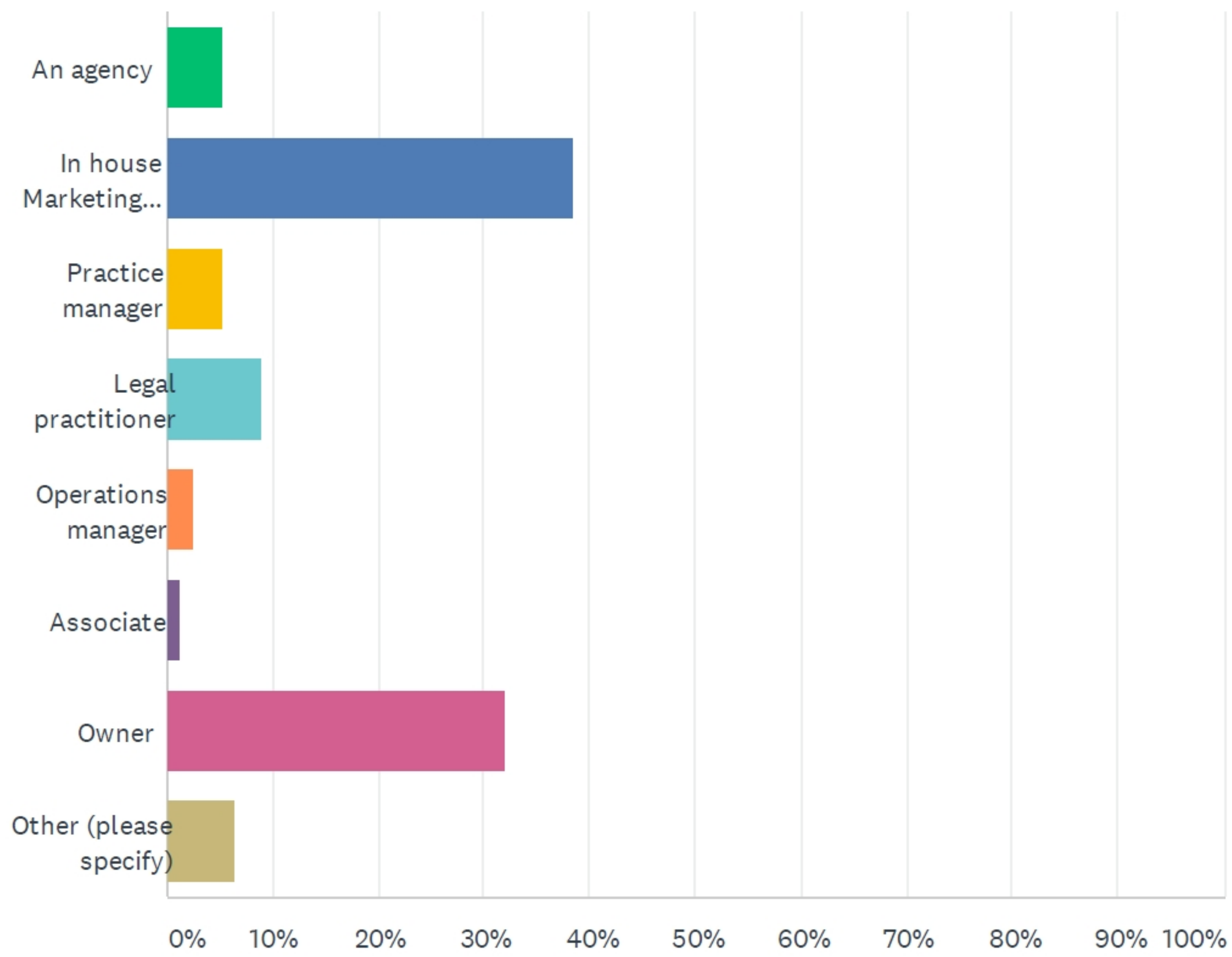


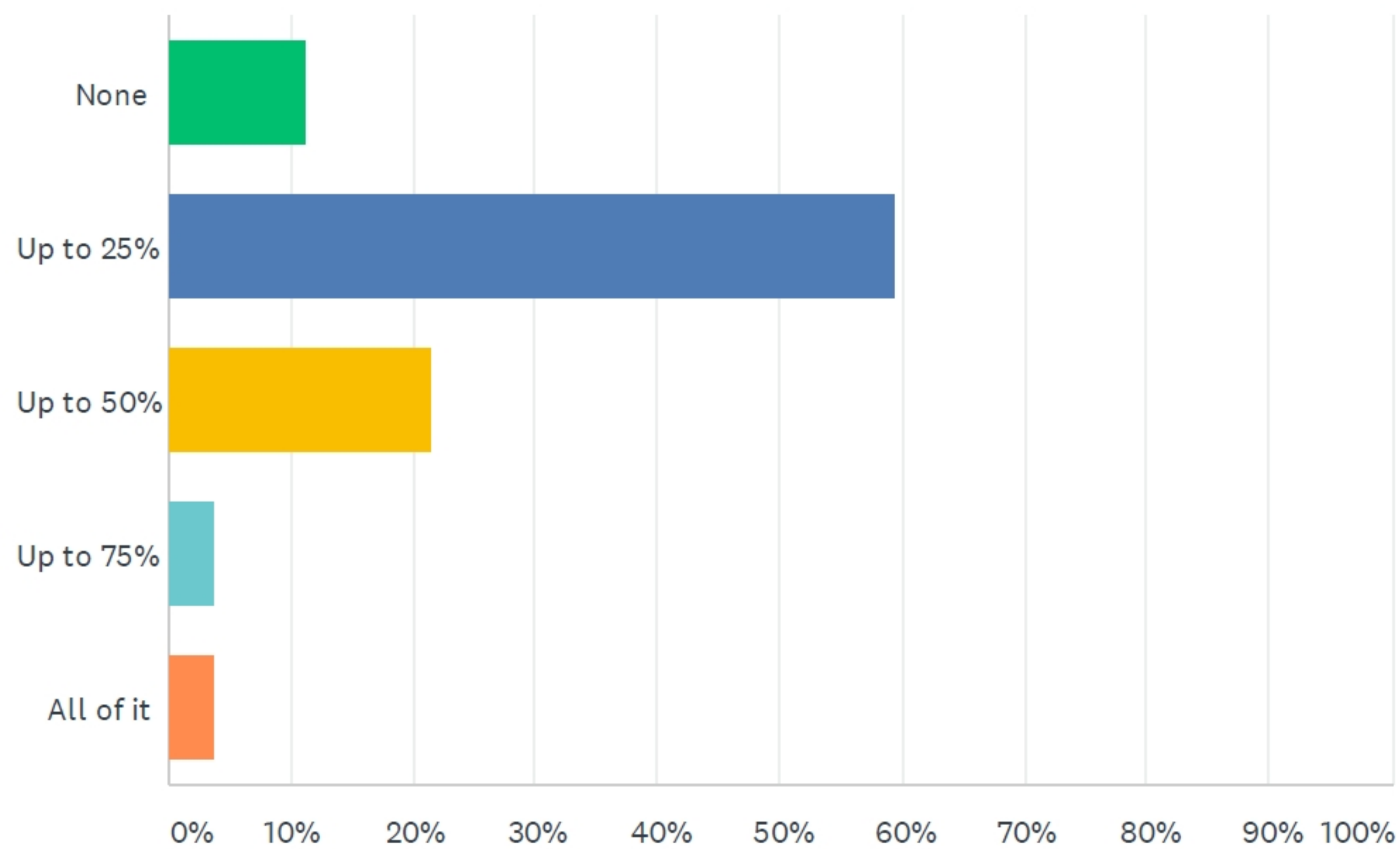
## Q1 Who carries out your marketing activity?

Answered: 78 Skipped: 1



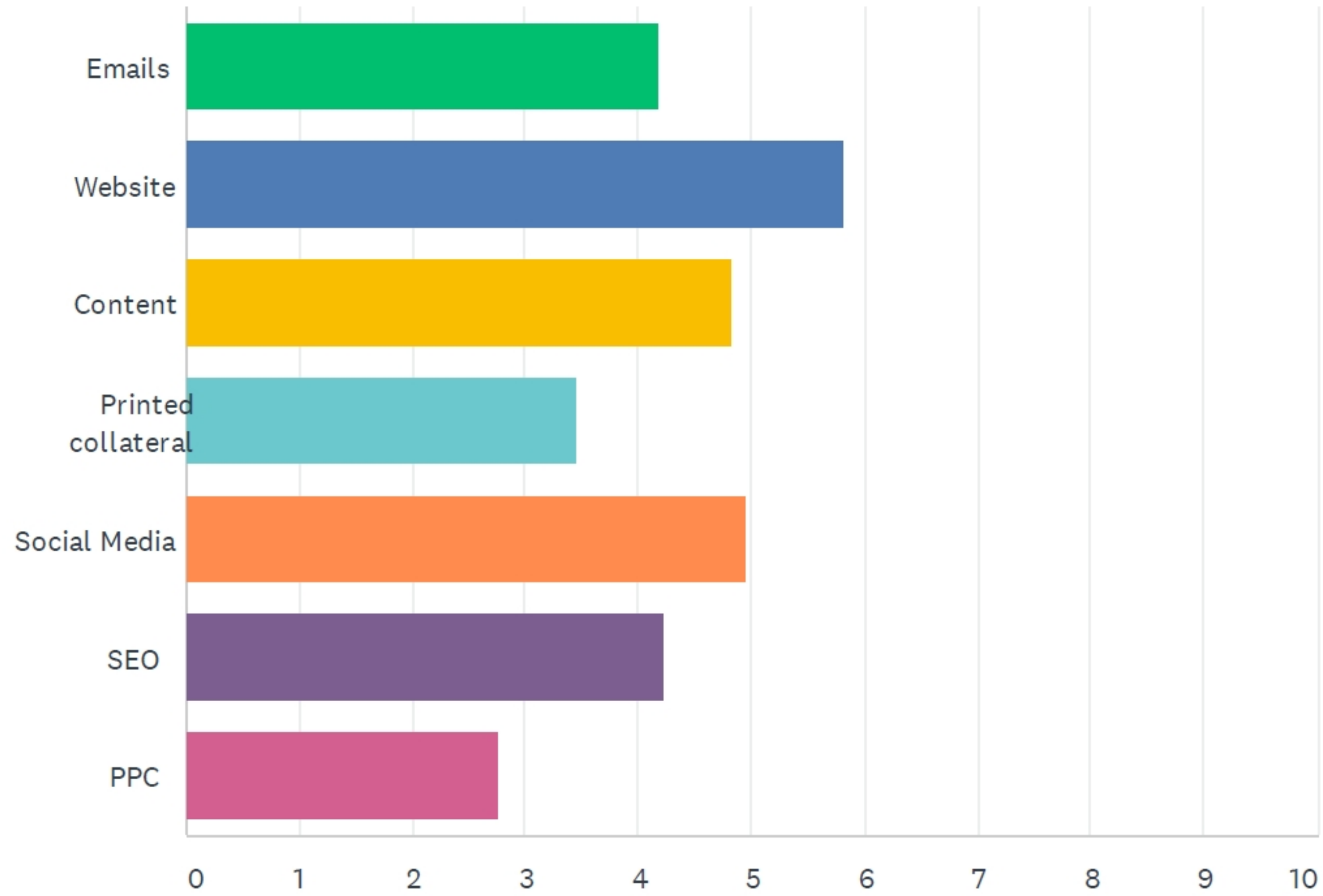
## Q2 Roughly what proportion of your new business comes from marketing activity?

Answered: 79 Skipped: 0



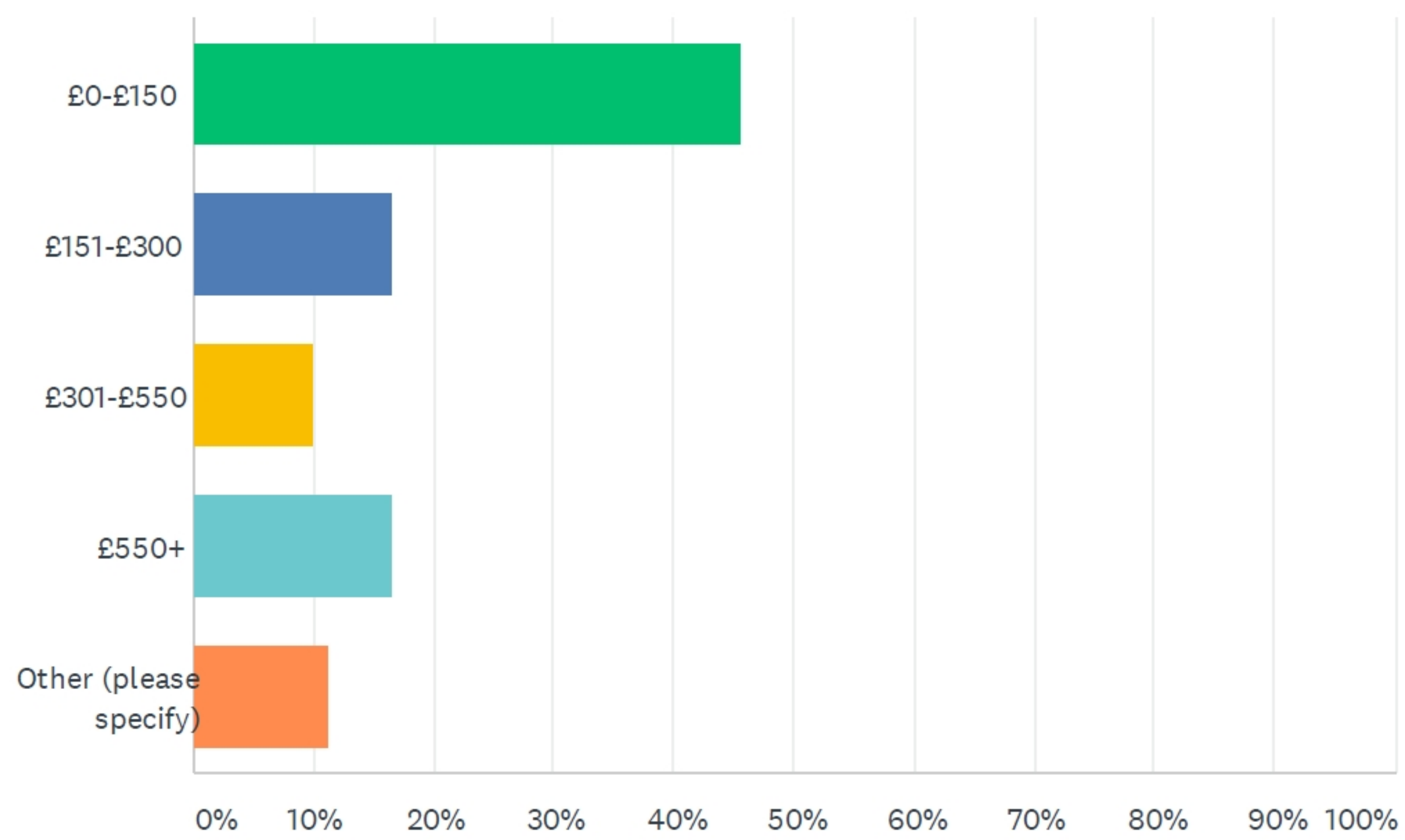
Q3 What marketing channel do you feel is most effective in gaining new customers? Please rank from highest to lowest, 1 being the highest and 7 being the lowest. Just click N/A for any you don't use.

Answered: 78 Skipped: 1



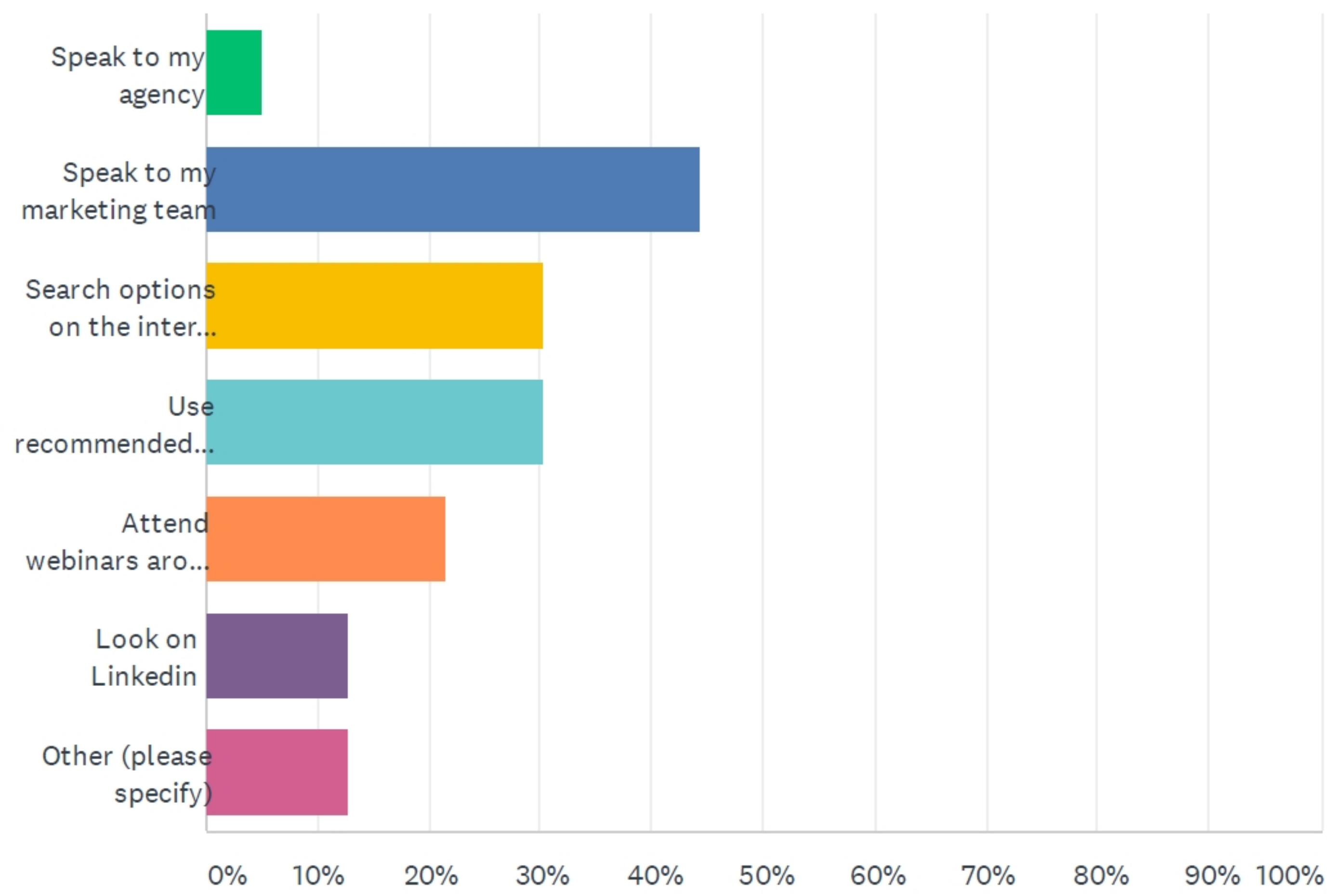
Q4 How much do you spend on marketing per month?

Answered: 79 Skipped: 0



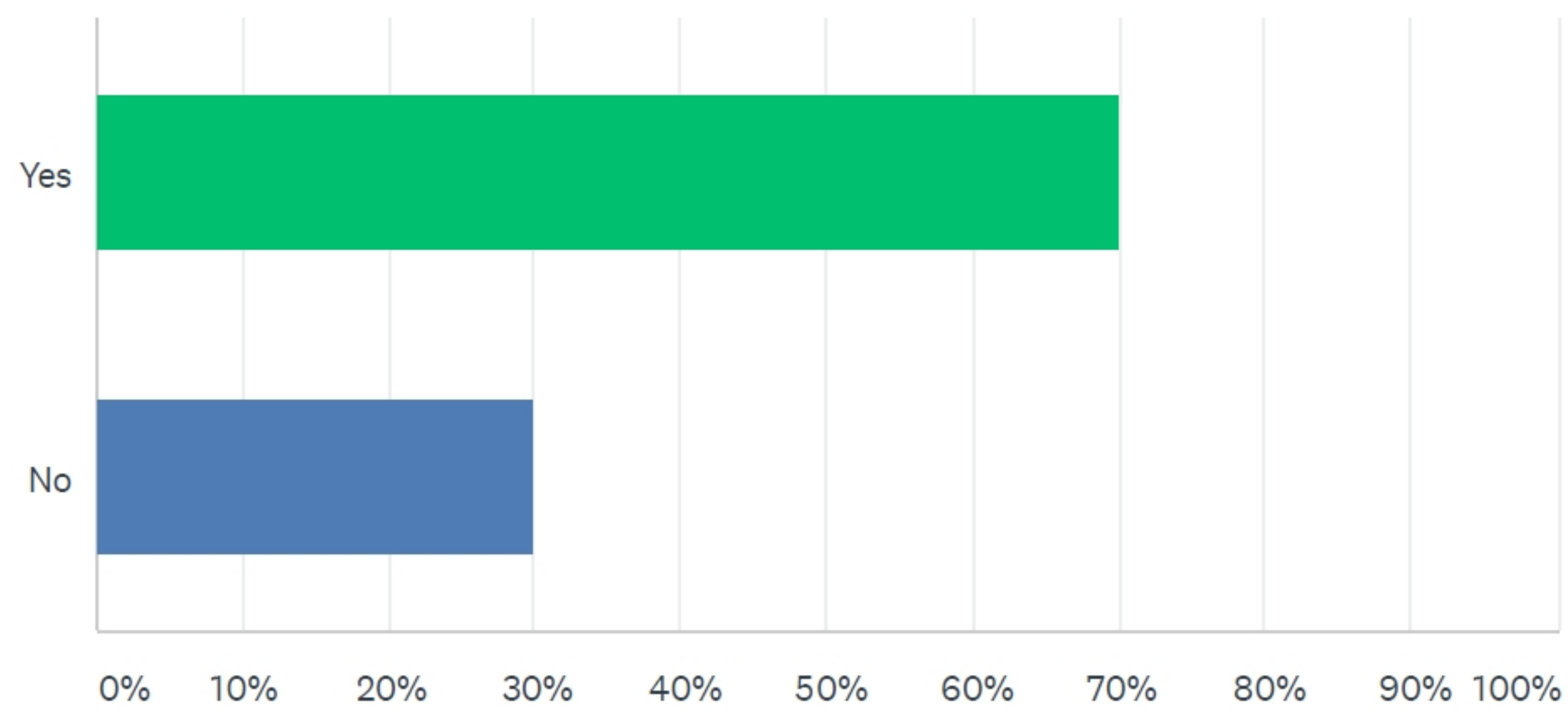
### Q5 If you were looking to implement new marketing activities, how would you go about finding this? Please select all that apply.

Answered: 79 Skipped: 0



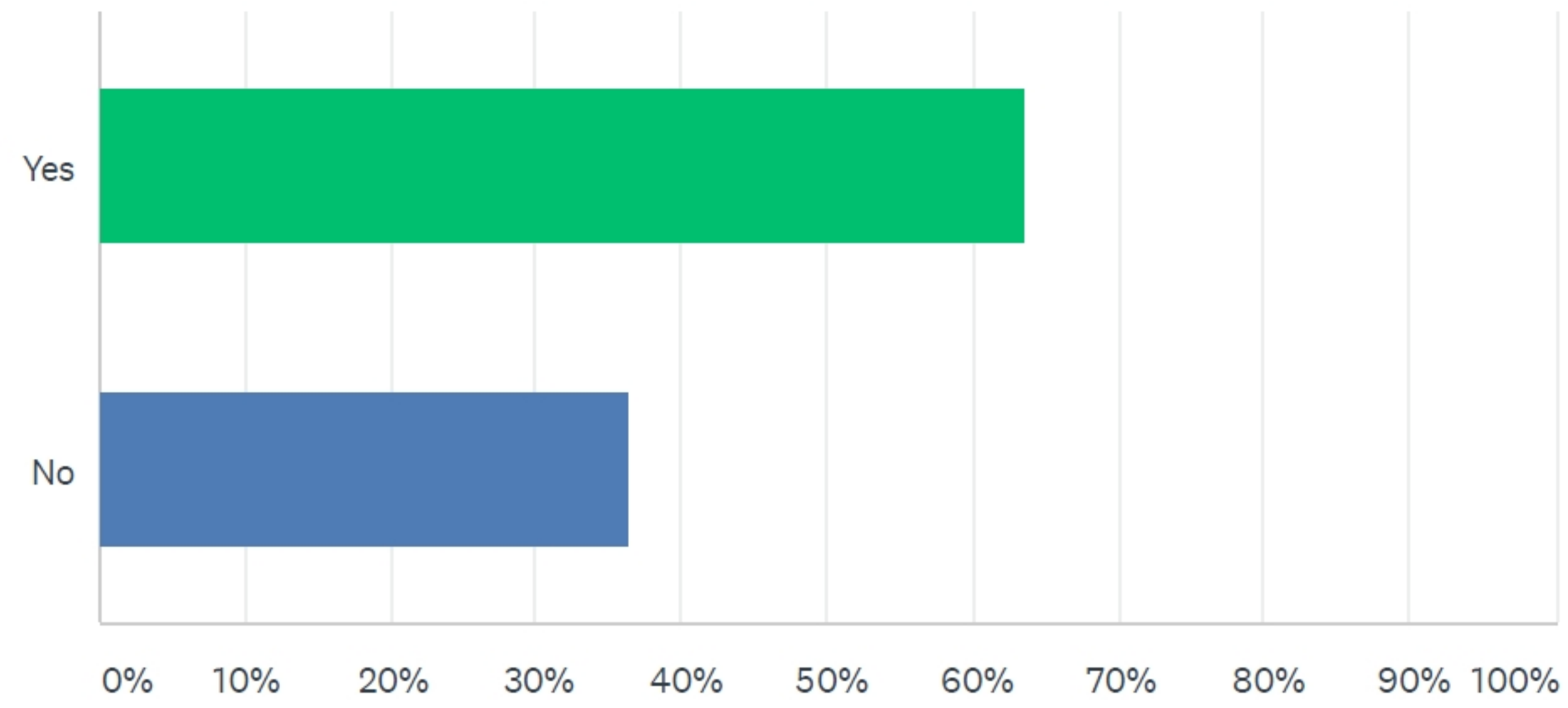
### Q7 Do you know what 'content' is?

Answered: 77 Skipped: 2



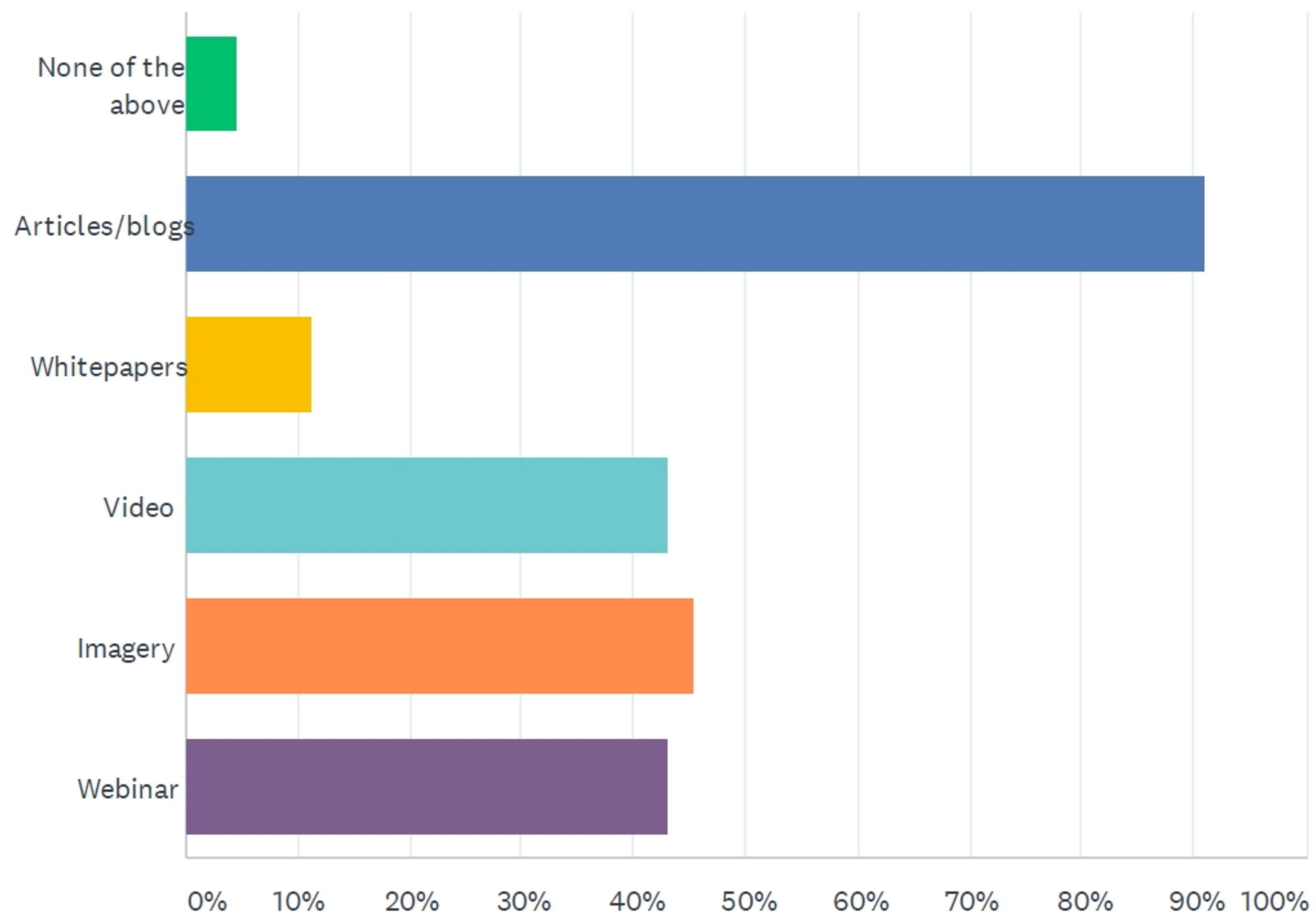
## Q9 Do you use content across your marketing channels?

Answered: 66 Skipped: 13



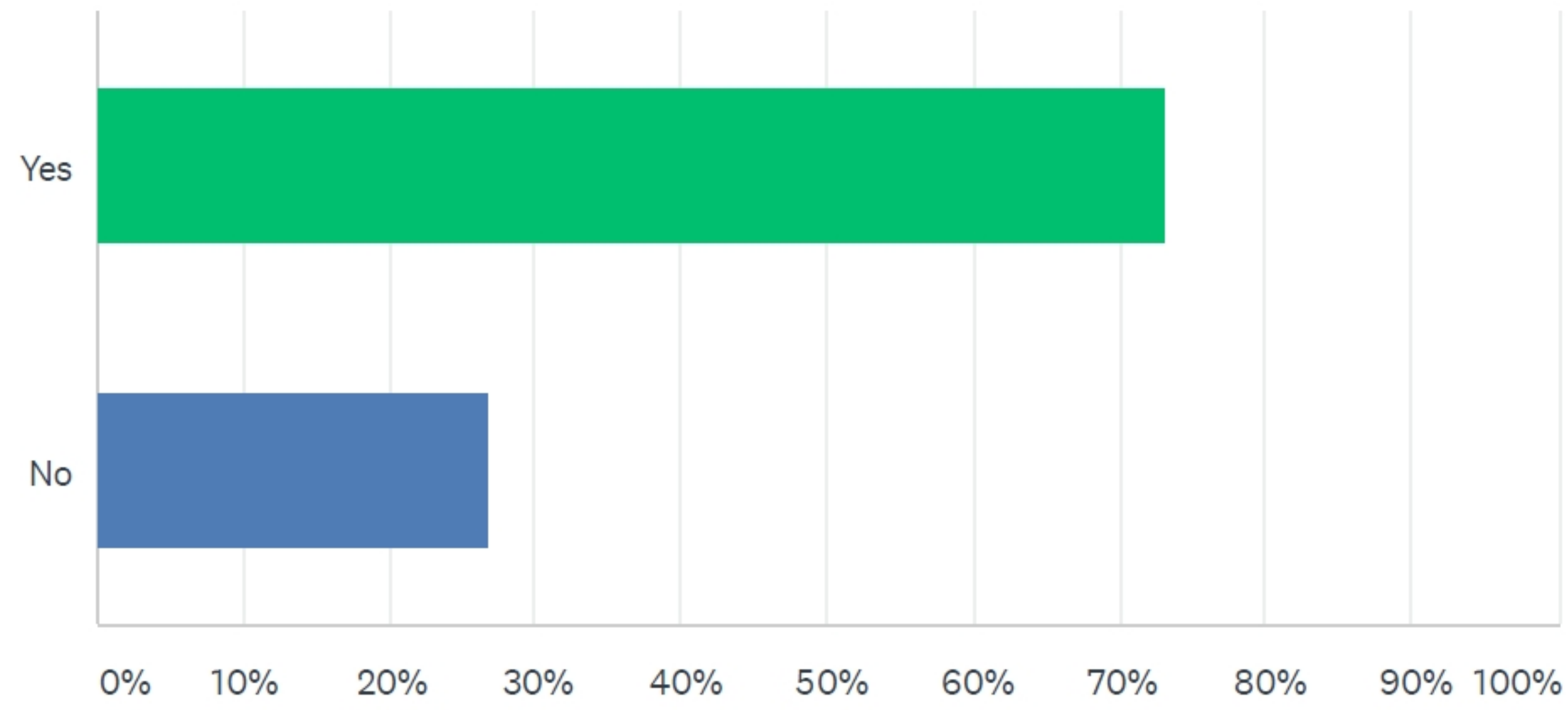
## Q10 What types of content do you use?

Answered: 44 Skipped: 35



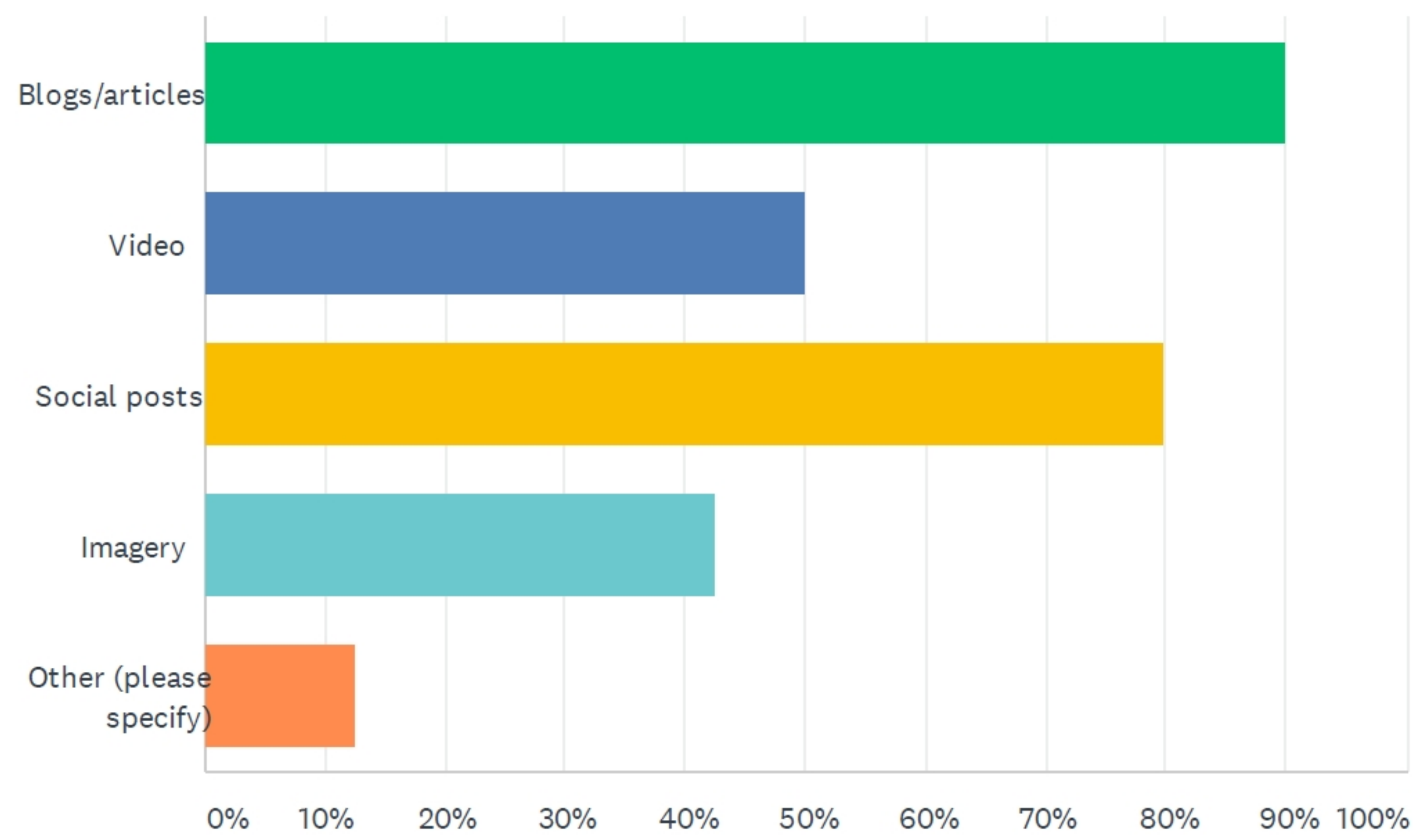
## Q12 Do you create your own content?

Answered: 67 Skipped: 12



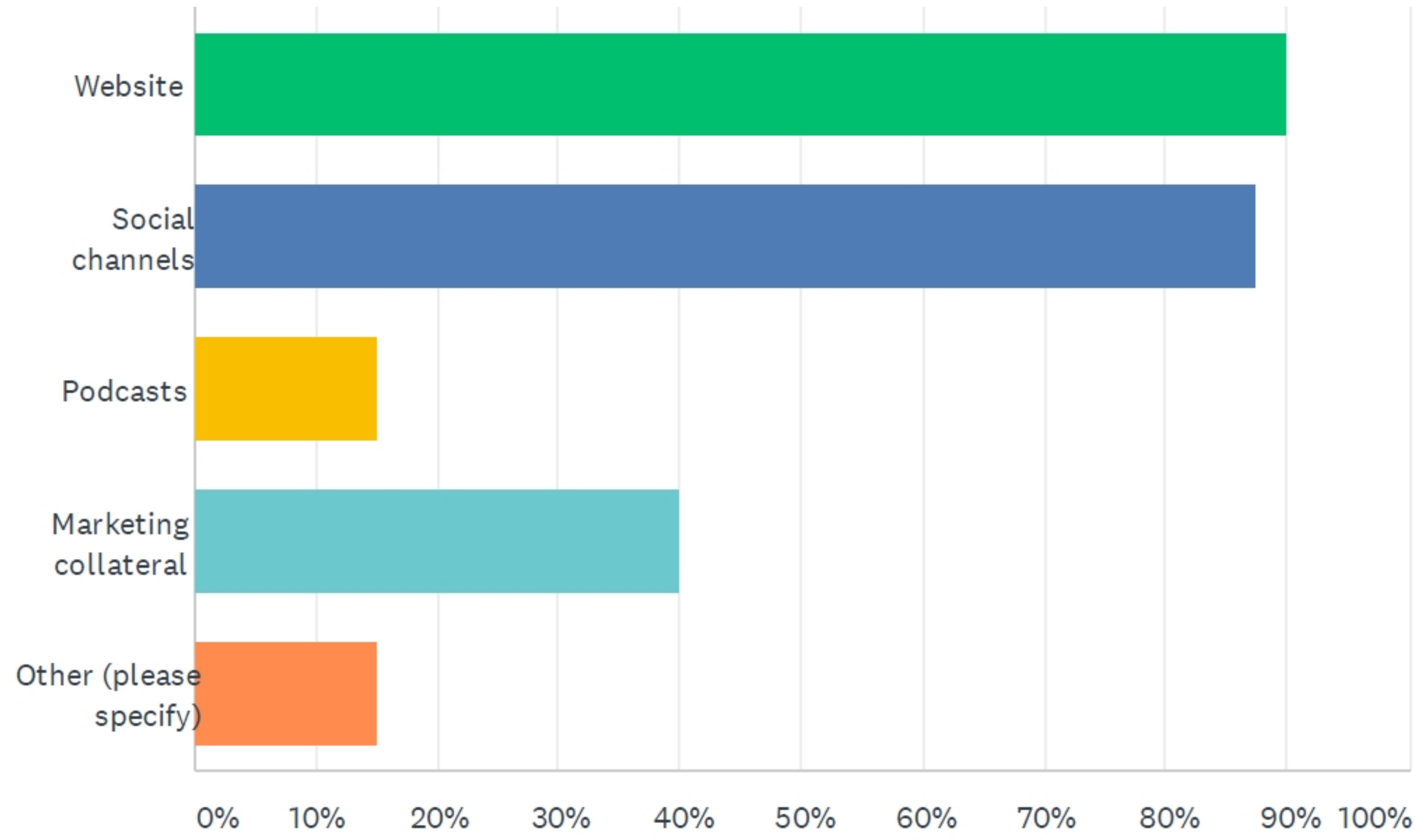
## Q13 What types of content do you produce?

Answered: 40 Skipped: 39



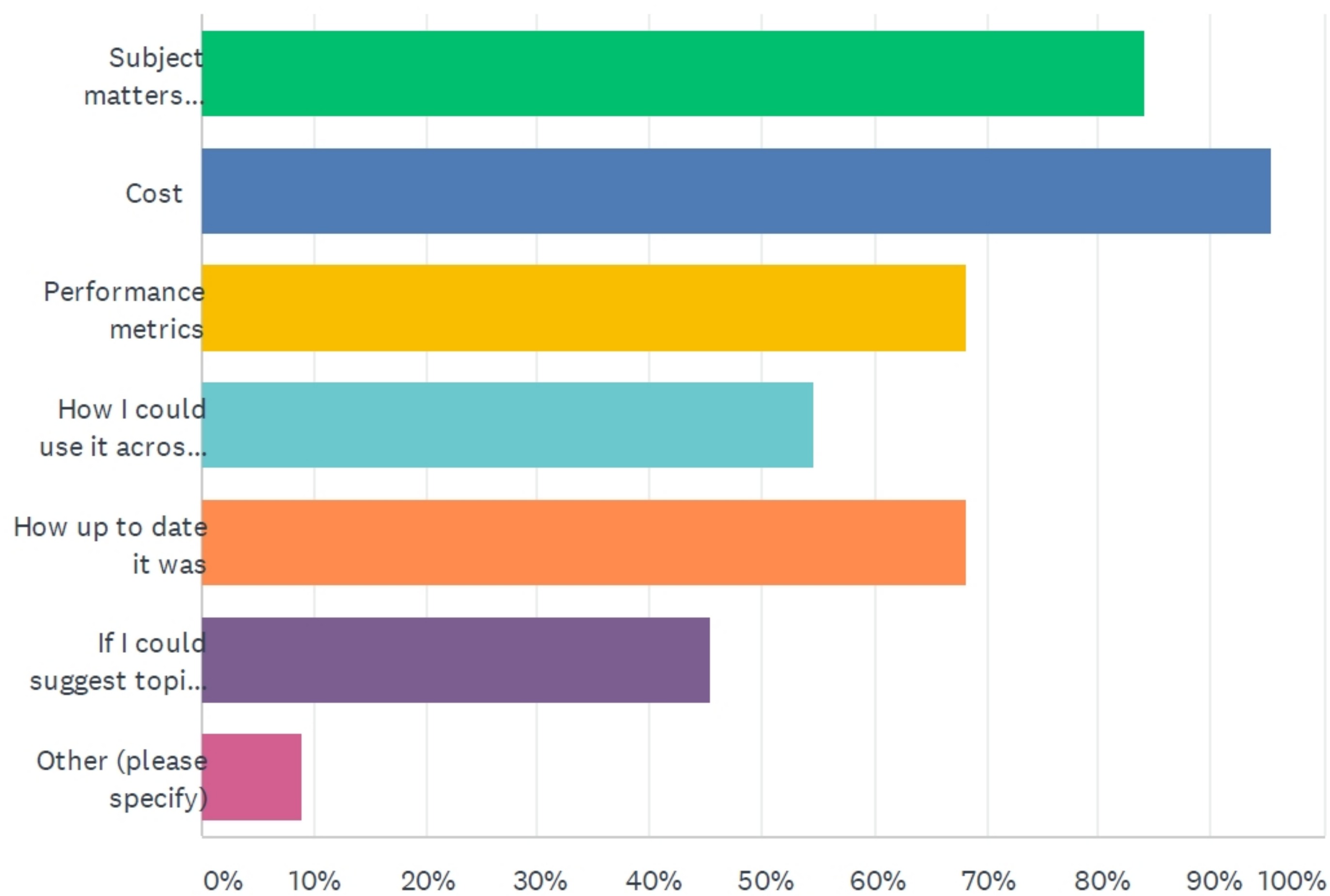
### Q15 Where do you publish your content?

Answered: 40 Skipped: 39



### Q18 If you were considering ready-made content, what would you like to know about the content before you purchased it? Please tick all that apply

Answered: 44 Skipped: 35



Q19 If you were looking to purchase ready-made content, would you prefer to discuss the requirements with one of our team OR would you be happy to purchase/download ready-made content from our website?

Answered: 42 Skipped: 37

