



# POS BRAND DISCOVERY SURVEY

Your brand is not what you think it is; it's your customer's experience.

- How did you find OUR BUSINESS? (*web search, referral, TV, etc*)
- There are a lot of choices for SERVICE,  
what made you decide to hire us?
- Is this the first time you've had/tried THIS SERVICE?  
Past experiences, struggles, successes?
- Are you satisfied with your experience at BUSINESS?
- Do you have any feedback about your experience, any  
communication issues?
- Would you recommend BUSINESS to others?  
Why or why not?
- If you could choose one word to describe BUSINESS,  
what would it be?
- Since you've hired us, have you visited the website?
- Do you read our newsletter? If so, do you find it helpful?
- Do you follow BUSINESS on social media?
- What social media/website do you regularly engage with?

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**GATHER THE ANSWERS - GUIDE THE STRATEGY**

QUESTIONS? --> email: [jake@posmarketingblog.com](mailto:jake@posmarketingblog.com)