

FREE Content Marketing Survey Templates

Thanks for downloading!

Boy oh boy, aren't we thrilled to share this ebook with you!

We've poured our hearts and souls into making this the ultimate survey power pack for inquisitive Content Marketers. Below, we've shared 5 survey templates that have proven to boost content engagement and lead generation on content sites. Enjoy and share with your Content Marketer friends!

How to use this ebook?

You're welcome to copy-paste the survey questions below into any tool you like!

You'll notice that each survey template features a "[Click to see preview](#)" button – by clicking it, you'll be redirected to a live preview of how the survey looks like if you choose to run it using our tool. With Survicate, you can collect **50 answers for FREE each month** – hence, we highly recommend you take it for a test drive :)

Ready to start asking your audience some questions? Scroll down to see the Top 5 Content Marketing Survey Templates!

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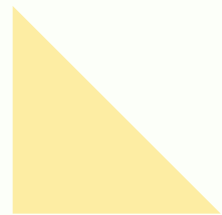
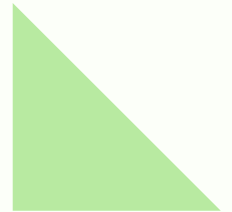
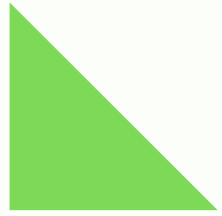
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Get more case studies for your website & measure your NPS score

#1 Content Rating Survey



Content Rating Survey

CLICK TO SEE PREVIEW

This simple survey helps reveal whether your audience enjoys your content. It also lets you ask your unsatisfied readers/viewers/listeners about what it is that they dislike.

This survey is especially effective when run on your website (i.e. blog, podcast LP, or video), like in the example below:

The screenshot displays the SURVICATE website interface. At the top, the SURVICATE logo is on the left, followed by 'FEEDBACK ACADEMY' and navigation links: 'CUSTOMER SATISFACTION', 'USER FEEDBACK', 'BEST PRACTICES', and 'DISCOVERING CUSTOMERS'. A green 'SIGN UP FREE' button is on the right. Below the navigation, there is a 'Table of contents' section with three items: 'What is Augmented Reality?', 'Why Should Businesses Switch to Augmented Reality?', and 'Why its worth investing in AR technology'. To the right of this is a 'What would you like to read about?' section with five radio button options: 'Collecting customer feedback for product improvements', 'A better understanding of customers and web visitors', 'Understanding churn reasons', 'Improving customer satisfaction', and 'Other'. A yellow 'Submit' button is at the bottom of this section. The main content area features two vertical cards. The first card, titled 'IKEA Place', shows a woman holding a blue pillow and a smartphone displaying a virtual white armchair in a room. The second card, titled 'Try true-to-scale models of IKEA furniture', shows a woman's face with a virtual white armchair overlaid on her face. Below these cards, there is a text block: 'Sephora Virtual Artist is exactly like Specsavers. It lets you put makeup on your face. You can try-on different dresses with that makeup look. The app even offers an AR-based virtual tutorial from which you can learn. If you love any of the virtually applied'. On the right side of the page, there is a 'Get the report' section with a green 'GET THE REPORT' button.

Continued on the next page...

Content Rating Survey

CLICK TO SEE
PREVIEW

Now, here are some of the benefits this survey will provide you with:

- | | |
|-------------------|---|
| Benefit #1 | Learn what your audience thinks about your content |
| Benefit #2 | Make sure your content is relevant |
| Benefit #3 | Verify your content's quality |
| Benefit #4 | Ask your unsatisfied respondents about the reason for their score |

Continued on the next page...

Content Rating Survey

CLICK TO SEE PREVIEW

1. How did you enjoy the article / podcast /video?

- Very much so!
- It was good
- Don't have an opinion
- I'm disappointed —————→ *Go to Question 2*
- Very unsatisfied —————→ *Go to Question 2*

2. How can we make it better? (Open-ended question)

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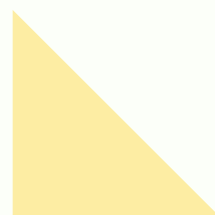
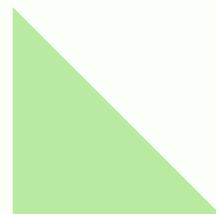
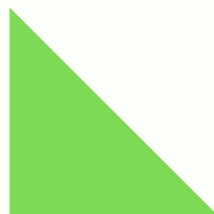
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3. Thank you message: Thanks for taking the time! Your opinion means the world to us and we'll surely put it to good use!

#2

Reader Interest Survey



Reader Interest Survey

[CLICK TO SEE PREVIEW](#)

Here's a survey that we particularly love using at Survicate! We employed this very survey to find out who reads our blog and what they'd like to see us publish next. The result? We collected over 600 responses in no more than 3 days! Worth giving a try – isn't it?

- Benefit #1** Find out what your blog leads want to read about the most
- Benefit #2** Verify which departments your readers are part of
- Benefit #3** Make sure the content you write aligns with your readers' expectations

Reader Interest Survey

[CLICK TO SEE
PREVIEW](#)

1. What department do you work in?

Marketing
Product Development
Customer Success
Other (please specify)

**2. What would you like to read about?
Select all that apply.**

Topic 1 / Topic 2
Topic 3 / Topic 4
Other (please specify)

**3. Thank you message: Thanks for taking the time!
Your opinion means the world to us and we'll surely put it to good use!**

#3

Newsletter Feedback Survey

Newsletter Feedback Survey

[CLICK TO SEE PREVIEW](#)

This survey helps you boost your newsletter engagement and open rates by learning what readers are interested in, what they think about your content, how often they want to be emailed, and more!

Benefit #1

Learn what your readers think about your content

Benefit #2

Find out what your newsletter leads want to read about

Benefit #3

Ask your newsletter audience how often they'd like to be emailed

Benefit #4

Find out what form of content your audience finds most digestible

Newsletter Feedback Survey

CLICK TO SEE
PREVIEW

1. How would you rate our newsletter?

Very satisfied - satisfied - neutral - unsatisfied - very unsatisfied

2. What do you think about the content? Select all that apply.

Engaging / Educational / Informative / Fun to read / Other (please specify)

3. Which types of content are you interested in?

Case studies / Blog posts / Technical Articles / Interviews / Webinars / Other (please specify)

Continued on the next page...

Newsletter Feedback Survey - page 2

CLICK TO SEE
PREVIEW

4. How would you rate the newsletter design?

Overall design	Very poor - poor - neutral - good - excellent
Layout	Very poor - poor - neutral - good - excellent
Graphics	Very poor - poor - neutral - good - excellent
Ease of reading	Very poor - poor - neutral - good - excellent
Article / video length	Very poor - poor - neutral - good - excellent

Continued on the next page...

Newsletter Feedback Survey - page 3

CLICK TO SEE
PREVIEW

5. Do you read...

Each and every issue!

Most issues

Some issues

Not a single one

Not applicable (I'm new to your
newsletter!)

**6. What types of
content are you
interested in?**

Case studies / Blog posts /

Technical Articles / Interviews /

Webinars / Other (please specify)

**7. The current
mailing frequency
is...**

Not frequent enough

Ideal! —————> *Go to Question 9*

Too frequent

Continued on the next page...

Newsletter Feedback Survey - page 4

CLICK TO SEE PREVIEW

8. How often would you like to receive newsletters?

- Once a week
- Every two weeks
- Once a month
- Other (please specify)

9. Is there anything else you'd like to bring to our attention? (Open-ended question)

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10. Thank you message: Thanks for taking the time! Your opinion means the world to us and we'll surely put it to good use!

#4

Customer Testimonials & NPS Survey

Customer Testimonials & NPS Survey Template

[CLICK TO SEE PREVIEW](#)

Who would've thought you can measure your NPS score AND get testimonials for your website, all with a single survey? Actually, it's an approach we've had significant success with at Survicate and can personally vouch for!

Use this survey template to ask your brand promoters whether they'd like to leave an endorsement for your product/service. Try this survey and see how you can give your website copy the credibility boost it deserves!

Benefit #1 Acquire more leads by backing your website claims with customer opinions

Benefit #2 Measure your NPS score and find out how you can be better for clients who gave you a neutral or negative score

Customer Testimonials & NPS Survey

CLICK TO SEE
PREVIEW

1. How likely is it that you will recommend our product to a friend or colleague?

Choose on a scale:

0 - 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10



Go to Question 2
(Learn more about
their score)

Go to Question 3
(Testimonial request)

Continued on the next page...

Customer Testimonials & NPS Survey - page 2

CLICK TO SEE PREVIEW

2. What's the reason for your score? (Open-ended question)

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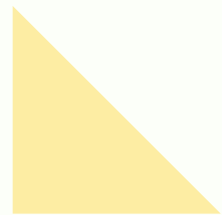
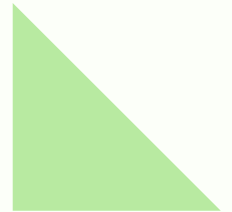
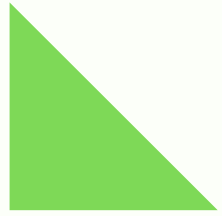
3. We're thrilled to hear that! Would you be willing to leave a testimonial for our website? If so, select "yes" and we'll be in touch shortly with the details!

Yes, absolutely!
Not this time, thanks.

4. Thank you message: Thanks for taking the time! Your opinion means the world to us and we'll surely put it to good use!

#5

**Case Studies
Invitation &
NPS
Survey**



Case Studies Invitation & NPS Survey

[CLICK TO SEE PREVIEW](#)

Want to get more case studies published on your website, but don't know whom to reach out to?

This NPS survey lets you kill two birds with one stone – you can learn what your NPS score is and ask your most satisfied customers whether they'd like to see their story published on your website in the form of a case study.

Benefit #1

Boost your lead generation efforts by showcasing your customers' success with your product/brand

Benefit #2

Measure your NPS score and learn what you can do to turn neutrals and detractors into brand promoters

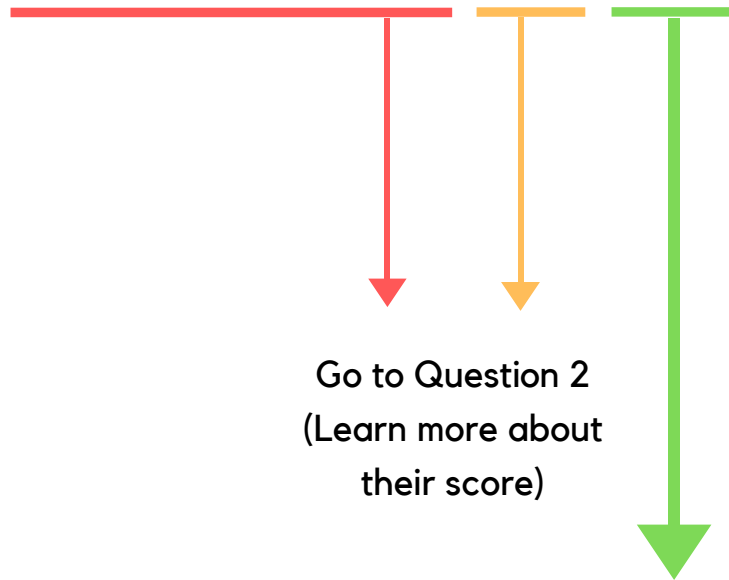
Case Studies Invitation & NPS Survey

CLICK TO SEE
PREVIEW

1. How likely is it that you will recommend our product to a friend or colleague?

Choose on a scale:

0 - 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10



Go to Question 2
(Learn more about
their score)

Go to Question 3
(Case studies invitation)

Continued on the next page...

Case Studies Invitation & NPS Survey - page 2

CLICK TO SEE PREVIEW

2. What's the reason for your score? (Open-ended question)

.....
.....
.....

3. If we reached out, would you be willing to discuss featuring your story as a case study on our website?

Yes, absolutely!
Not this time, thanks.

4. Thank you message: Thanks for taking the time! Your opinion means the world to us and we'll surely put it to good use!

...and it's a wrap! Did you enjoy this ebook?

We genuinely hope so! Remember: sharing is caring, so **share this ebook with your Content Marketer friends** or anyone else you think might be interested!

If you're serious about boosting your lead generation efforts via Content Marketing, we're here to help. Survicate offers **50 FREE survey responses each month** and is a tool designed for teams – unlike other survey software, **we won't charge you for additional users**. Ready to give it a shot?

[SIGN UP FOR FREE!](#)

or

[CHECK OUR OTHER
FREE TEMPLATES](#)

