

Introduction

One of the best way to engage customers is by being consistent with quality contents, this in return gives a brand gives an identity.

Which connotes that pushing right contents about brands gives useful information about them which attract customers and increase their chances of coming back for more.

Business Problem

Some brands were unable to gain or retain customers due to kind of articles which are not in-depth or informative to their audience about their products and services. These contents are **turn-off** to customers which don't gain tractions that is needed for the brand's productivity.

Solution hypothesis

The goal of this brand is to provide a world class services through an educative and engaging contents to the audience of our potential customers.

This goal we intend to achieve through a high-quality freelancer service to individuals and corporate bodies through production of engaging articles and news that will promote the image of their brands.

Survey Questions

1. Gender: (a) Male (b) Female (c) Prefer not to say
2. Country:
3. Do you believe in the power of contents for brand visibility? (a) Yes (b)No
4. Have you outsourced a Content Manager for your brand in the past? (a) Yes (b)No
5. Which of these options will you like to engage the service of a content manager for? (a) Personal branding (b) Corporate branding (c) Both
6. Which of these service lines would you like to engage a professional for? (a) Content writing (b) Content management (c) Content editing (d) Content writing and management (e) Content writing and editing (f) Content management and editing (g) All
7. Do you have a social media page you run for your brand (personal/corporate) (a) Yes (b) No
8. If yes, which one (tick as many as possible): Facebook [] Instagram [] Twitter [] LinkedIn [] Blog []
9. Which of these social media do you have more engagements at the moment? (a) Facebook (b) Instagram (c) Twitter (d) LinkedIn (e) Blog
10. Will you like to engage the service of a Content Manager for your brand? (a) Yes (b) No
11. Do you consider location as a barrier for professional job delivery? (a) Yes (b) No

Questions relevant

Question 1: It is relevant because it's good to know customer's behaviour and one of the criteria to ascertain this is gender.

Question 2: The product offers world class services without geographical limitation, this helps to know the reach of engagement and possible domain the potential customers reside.

Question 3: It helps to know the perception of people on the power of contents for brand visibility.

Question 4: It helps to know the probability of engaging the service of a Content manager, as those with bad engagement experience might find it difficult to reengage, while those who never engage will need to be convincing on the important of the service line.

Question 5: Knowing the type of brand (personal or corporate) helps to know mode of engagement.

Question 6: It helps to know which service line will attract more customers than the other.

Question 7: Knowing if there is an existing social media page is a foundation to build on. The Part B of the question helps to know which social medial channel the brand runs specifically.

Question 8: Knowing where existing engagement lays helps to know where else to work on.

Question 9: This reveals the need of the brand.

Question 10: Since it is a global service, sampling the opinion of people to know if considers location as a barrier for professional job delivery is key for international engagement.

Results

A total of 8 responses received from the survey conducted. Male and female have the same proportion of the respondents (50.0%). Third-fourth (75.0%) of the respondents is Nigerian, while those from Sierra Leone and Slovakia have the same proportion of 12.5% of the respondents.

The totality of the respondents agreed that content is key for brand visibility. Six out of eight have not outsourced for the service of a Content Manager for their brand in the past.

Seventy-five percent will like to engage the service of content manager for both personal branding and corporate branding, while one out of eight will like to engage them for personal branding and corporate branding respectively.

Overwhelming proportion (62.5%) agreed that they will love to engage the service of a content manager for all the service (writing, management and editing). One person chose these service

line separately content management and editing, content writing and editing, and content writing and management.

Seven out of eight of the respondents have a social media page they run for their brand, like Facebook (85.7%), LinkedIn (71.4%), Instagram (57.1%), Twitter (28.6%) and Blog (14.3%). At the moment, 62.5%, 25.0% and 12.5% of the respondents have more engagements on Facebook, Instagram and LinkedIn respectively.

Bulk of the respondents (87.5%) will like to engage the service of a Content Manager for their brand, while 75.0% of these respondents don't consider location as a barrier for professional job delivery.

https://docs.google.com/forms/d/15mtJmToSPGMimf3KByFwX_orFKW1w0azyjB-hX6pNI/edit#responses