

Survey Strategy Questionnaire

1. What is the purpose of this survey?
2. What is the target client base for this survey?
3. When will we send the survey?
4. How frequently will we send the survey to the target client base?
5. What are the specific topic areas we want to gather feedback on?
6. What tool will we use to send the survey?
7. Who will be responsible for sending the survey and managing responses?
8. What will we do with the survey results?