CREATE A POLL FOR QUICK CONSUMER RESEARCH ON FACEBOOK

Conduct some quick consumer research.

5.0 **G** Google Rating ★★★★★ Over 100 Five Star Reviews

In this 5-min workshop, I want you to conduct some quick consumer research and ask your followers on your Facebook Page or Group a series of questions that could not only help you gain some amazing insights, but also give you ideas for new tours and experiences.

Most of you out there probably have a Facebook business page and post nice stories, videos and other content to help create awareness and engagement. But do you currently use your page to ask what your followers, past customers and future customers want? From most of the operators I come across, I would say this rarely happens.

Knowing what your target demographic wants and desires can help you create experiences that they would love. For example, if you run a food tour experience, have you asked what types of food your Facebook followers prefer? How many are Vegan for example? What destinations do they prefer? By simply asking your audience, you can capture all these details and more while increasing your page's engagement rates.

With this 5-minute workshop, I want you to spend 5 minutes per week, creating and publishing a Facebook Poll, asking your followers questions that will help your business conduct simple consumer research. Create four to five sets of questions and publish one per week for the next month and collate the information it generates. Also, look at the engagement levels – if it is proving popular, keep doing it!

To help inspire you, I have created some example poll questions for this document that you could ask. Think about what you want to ask and make it relevant to your own business.

As always, let me know in my Facebook group how these perform for you, as I am curious how it will help your brand.

EXAMPLE QUESTIONS

Below are just some example questions you could ask. Amend these to suit your own business and provide multiple choice answers to make it easier for them, but also give the option to add their own answer.

Do you have a dream [enter experience/destination here] you would like to do? If so, where?

If you are planning a trip to [enter destination here] this year, where will you go?

Name a place or attraction in [enter destination here] you've been to that's worth visiting.

What is your favourite hotel brand/chain or hotel in general?

What is the most adventurous thing you have done in your travels?

If you won a trip to go anywhere, where would you go?

What is your favourite place to go in the city where you currently live?

What is your favourite place to go in [enter destination here]?

What is your favourite travel accessory/gadget?

What type of experience do you prefer?

What types of food do you prefer?

How many of you are vegan or vegetarian?

What is your favourite place to eat in [enter destination here]?

Who do you normally travel with?

What is your preferred length of travel? (day, long weekend etc)

When travelling do you prefer a guide or going solo?

How many vacations did you take over the last year?

5-MIN A DAY TASK

I want you to spend 5 minutes per week creating and publishing a Facebook Poll, asking your followers questions that will help your business conduct simple consumer research.

Create four to five sets of questions over the next 4–5 days and publish one per week for the next month and collate the information it generates. Also look at the engagement levels as if it is proving popular… keep doing it!

"My initial experience with digital marketing did not go well. I am so glad I widened my search and went with what must be the best Travel Marketing Company on Earth.

Thank you to all at Tourism Marketing Agency, for all that you have done for me and the business. I know we are only at the beginning of the marketing journey, but the journey to date has been incredible. – Thank you!"

Damien Stewart, Poland At War Tours

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