New Product Survey

* Required

* This form will record your name, please fill your name.

Section 1: Introduction

Survey Description: Thank you for participating in this survey! The purpose of this survey is to evaluate different social media growth strategies for Virginia Beach United Women. You will view two Instagram campaign concepts and answer questions about your reactions to each post. Your responses will help determine which strategy may be more effective at increasing awareness, engagement, and interest in the team.

Section 2: Participant Background

Demographics

1

1. What is your age?

- ◯ Under 18
- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55+

2

2. What is your gender?

- ◯ Woman
- ◯ Man

3

3. What is you approximate annual household income?

- ◯ Under $25,000
- ◯ $25,000-$49,999
- ◯ $50,000-$74,999
- ◯ $75,000-$99,999
- ◯ $100,000+

Section 3: Sports & Soccer Interest

4

How interested are you in soccer? *

Scale:1 = Not interested at all5 = Very interested

1	2	3	4	5

5

How often do you attend live sporting events *

- ◯ Never
- ◯ Yearly
- ◯ Seasonal
- ◯ Monthly
- ◯ Weekly

6

Before this survey, were you aware of Virginia Beach United Women *

- ◯ Yes, I actively follow them
- ◯ Yes, I have heard of them
- ◯ I know of Virginia Beach United but not the women's team
- ◯ No, I was not aware of them

Section 4: Social Media Habits

7

Which social media platforms do you use regularly?

- [ ] Instagram
- [ ] TikTok
- [ ] Facebook
- [ ] Youtube
- [ ] X/Twitter
- [ ] Snapchat
- [ ] LinkdIn
- [ ] Other

8

Which platforms do you most often discover new sports teams, brands, or events on?

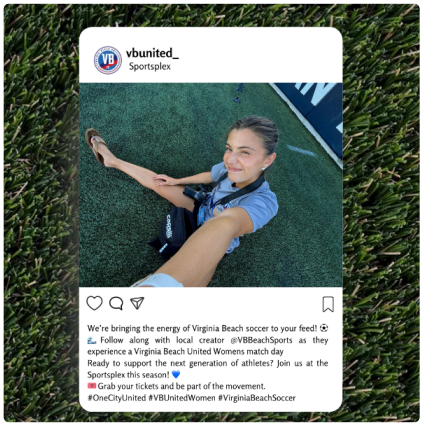
- ◯ Instagram
- ◯ Tiktok
- ◯ Facebook
- ◯ Youtube
- ◯ X/Twitter
- ◯ Other

9

Have you ever purchased something because of a social media post?

- ◯ Yes
- ◯ No
- ◯ Maybe

Section 5: A/B Test Evaluation



Post A Introduction:The following is a proposed Instagram campaign for Virginia Beach United Women. Please review the post and answer the questions below.

10

How likely would you be to engage with this post

Scale: 1 = Very unlikely 5 = Very likely

1	2	3	4	5

11

How would you describe you overall feeling toward Virginia Beach United Women after seeing this post?

Scale: 1 = Very negative 5 = Very positive

1	2	3	4	5

12

How likely would this post make you want to follow Virginia Beach United Women on social media?

Scale: 1 = Very unlikely 5 = Very likely

1	2	3	4	5

13

How likely would this post make you want to want to attend a Virginia Beach United Women's match?

Scale: 1 = Very unlikely 5 = Very likely

1	2	3	4	5

Section 5: A/B Test Evaluation Pt. 2

Post B Introduction:The following is another proposed Instagram campaign for Virginia Beach United Women. Please review the post and answer the questions below.

14

How likely would you be to engage with this post

Scale: 1 = Very unlikely 5 = Very likely

1	2	3	4	5

15

How would you describe you overall feeling toward Virginia Beach United Women after seeing this post?

Scale: 1 = Very negative 5 = Very positive

1	2	3	4	5

16

How likely would this post make you want to follow Virginia Beach United Women on social media?

Scale: 1 = Very unlikely 5 = Very likely

1	2	3	4	5

17

How likely would this post make you want to want to attend a Virginia Beach United Women's match?

Scale: 1 = Very unlikely 5 = Very likely

1	2	3	4	5

Section 6: Final Comparison

18

Which post was more effective at encouraging you to engage with Virginia Beach United Women?

- ◯ Post A: Influencer Campaign
- ◯ Post B: Contest Campaing
- ◯ Neither

19

Which post was made you feel more connected to the Virginia Beach United Women's brand?

- ◯ Post A: Influencer Campaign
- ◯ Post B: Contest Campaing
- ◯ Neither

20

Why did you choose that post? *

Final Message

Thank you for completing this survey! Your feedback will help evaluate how different social media strategies influence audience engagement and brand interest for Virginia Beach United Women.

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Microsoft Forms