

# Brand Health Survey Template

Maintaining a healthy brand is essential for long-term success in today's dynamic marketplace. At [Your Company Name], we believe that the strength of our brand is deeply rooted in the experiences and perceptions of our valued customers. We're contacting you for your invaluable feedback through our Brand Health Survey.

This survey is designed to gauge the pulse of our brand from your perspective. It will help us understand what we're doing right and where we can improve. Your honest insights will guide us in enhancing our products, services, and overall brand experience, ensuring we continue to meet and exceed your expectations.

We know your time is precious, so we've kept the survey concise and straightforward. Your participation is essential to us and will play a crucial role in shaping the future of [Your Company Name]. Rest assured, all responses are confidential and will be used solely to improve our brand.

Thank you for being an integral part of our community and helping us grow stronger. Your voice matters, and we're excited to hear your thoughts!

## #1. General Information

1. **Name (Optional):**
2. **Email (Optional):**
3. **Age:**
  - Under 18
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65 and above
4. **Gender:**
  - Male
  - Female
  - Non-binary/Third gender
  - I prefer not to say
5. **Location:**
  - City/Town
  - State/Province
  - Country

**6. How long have you been a customer of our brand?**

- Less than 6 months
- 6 months to 1 year
- 1-2 years
- 3-5 years
- More than 5 years

## #2. Brand Awareness

**7. How did you first hear about our brand? (Select all that apply)**

- Social media
- Search engine
- Word of mouth
- Online advertisement
- Print advertisement
- Event/Sponsorship
- Other (Please specify)

**8. How familiar are you with our brand?**

- Very familiar
- Somewhat familiar
- Neutral
- Not very familiar
- I am not familiar at all

**9. Which of our products/services have you used? (Select all that apply)**

- Product/Service A
- Product/Service B
- Product/Service C
- Product/Service D
- Other (Please specify)

## #3. Brand Perception

**10. Please rate your overall satisfaction with our brand.**

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

**11. How likely are you to recommend our brand to a friend or colleague?**

- Very likely
- Likely
- Neutral

- Unlikely
- Very unlikely

12. Which of the following words would you use to describe our brand? (Select all that apply)

- Trustworthy
- Innovative
- Reliable
- Affordable
- High-quality
- Customer-centric
- Professional
- Other (Please specify)

13. How would you rate our brand on the following attributes?

- Quality of products/services:
  - Excellent
  - Good
  - Average
  - Poor
  - Very poor
- Customer service:
  - Excellent
  - Good
  - Average
  - Poor
  - Very poor
- Value for money:
  - Excellent
  - Good
  - Average
  - Poor
  - Very poor
- Innovation:
  - Excellent
  - Good
  - Average
  - Poor
  - Very poor

## #4. Brand Loyalty

14. How likely are you to continue using our products/services in the future?

- Very likely
- Likely

- Neutral
- Unlikely
- Very unlikely

**15. Have you ever switched to a competitor's brand?**

- Yes
- No

**16. If yes, please specify the reason(s) for switching:**

- Price
- Quality
- Customer service
- Availability
- Features
- Other (Please specify)

## #5. Open Feedback

**17. What do you like most about our brand?**

**18. What do you think we can improve?**

**19. Do you have any other comments or suggestions?**

Thank you for taking the time to complete our Brand Health Survey. Your feedback is crucial in helping us enhance our brand and serve you better. If you provide your email address, we may follow up with you for additional insights.