

Sample Interview Questions for the Right Content or Strategy

The following is an example of sample interview questions you could use to learn more about how you can build the bridge from what you have to offer and what your audience is seeking.

Additional notes for conducting an interview:

Thank them for participating, tell them it may take about 20-30 minutes of their time, and mention how it will help something of importance to their heart! Ask if you can also be sure to have their email address to send them a virtual thank-you gift (like a PDF of a book).

Section 1) Demographics (optional)

- Gender:
- Zip Code:
- Job/Work:
- Hobbies/Interests (ex. nature, hiking, arts, tech, travel, etc. related to your services):

Section 2) Audience Information

- How did you find [xx] or hear about it for the first time?
- What led you to coming to our website online? In-person? (What website did you go to or what search did you do in Google?)
- What do you remember most about your last experience with us (either in-person or online?)
- What book are you reading right now? (Any book!)
- What is the last movie you watched?
- What is the last website you visited to learn something new or go for fun?
- What is the last social media website you used? How long did you stay on it?

Section 3) Meaningful Content

We have many things to offer people online, but we need help knowing what topics are of most interest to people in their daily life. We want to learn how we can offer what people want to find more easily, and make these topics stand out in our website. Will you tell us, from the following topics, which you feel are the most helpful to you or stand out as something meaningful? And why?

List topic areas of your marketing research interest, based on content you want to create that serves a potential area of need:



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- xx
- xx

Out of all of these, if you could choose one topic you'd like to learn more about RIGHT NOW, what would it be?

Section 4) Involvement with [xx] Organization

1. What ways would you like to get more involved with [xx]?

- Teacher trainings or certification?
- Making Donations?
- Sharing newsletters or social media with friends it could help?
- Writing blogs or content for our website?
- Online webinars?

2. Please share any other ways you'd like to get involved, but don't know how.

3. How do you like to stay in touch with [xx]?

- Are you subscribed to our newsletter?
- Are you connected with us via any social media pages? If yes, which ones do you like to visit?
- Do you like to follow any of our blogs? If yes, which ones?
- Do you watch any of our videos on YouTube? If yes, which ones?

Section 5) Conclusion

1. What would you recommend we do to improve our services?

2. Is there anything else we could do better with our online resources or how we reach people?

3. Any last questions/comments?