

Web Marketing Training Survey

1. Please tell us who you are.				
			Response Percent	Response Count
Name:	<input type="text"/>		100.0%	4
Email Address:	<input type="text"/>		100.0%	4
			<i>answered question</i>	4
			<i>skipped question</i>	1

2. Please rate your level of understanding of web marketing BEFORE the Mindshare Process Training Program.								
	Non Existent	Had a Hint	Ok	Enough to be Dangerous	High Level / Borderline GURU	Rating Average	Response Count	
Level of knowledge BEFORE training	20.0% (1)	60.0% (3)	20.0% (1)	0.0% (0)	0.0% (0)	2.00	5	
							<i>answered question</i>	5
							<i>skipped question</i>	0

3. Please rate your level of understanding of web marketing AFTER the Mindshare Process Training Program.								
	Non existent	Have a hint	Ok	Enough to be Dangerous	High Level / Borderline GURU	Rating Average	Response Count	
Level of knowledge AFTER training	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (5)	0.0% (0)	4.00	5	
							<i>answered question</i>	5
							<i>skipped question</i>	0

4. Evaluate the following questions based on your level of agreement.							
	I strongly disagree	I disagree	I neither agree or disagree	I somewhat agree	I strongly agree	Rating Average	Response Count
I should consider what my local competitors are doing online as I develop my online strategies.	0.0% (0)	0.0% (0)	0.0% (0)	50.0% (1)	50.0% (1)	4.50	2
Updating content on my website is not that important, once it's out there, it's not going to change much.	75.0% (3)	0.0% (0)	0.0% (0)	0.0% (0)	25.0% (1)	2.00	4
Relevant, value driven email marketing is an important aspect of online marketing strategies.	0.0% (0)	0.0% (0)	0.0% (0)	33.3% (1)	66.7% (2)	4.67	3
Customers have told me my site is easy to shop, so I don't need to make any changes.	50.0% (2)	50.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.50	4
	answered question						5
	skipped question						0

5. PRIOR to the Mindshare Process Training Program what were your views on the following ...							
	I Strongly disagree	I Disagree	I neither agree or disagree	I agree	I strongly agree	Rating Average	Response Count
Online marketing strategies are irrelevant.	80.0% (4)	20.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.20	5
There are so many websites and online stores, there is no way we can compete.	60.0% (3)	40.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.40	5
I don't have any idea how to develop an Internet marketing strategy.	0.0% (0)	60.0% (3)	40.0% (2)	0.0% (0)	0.0% (0)	2.40	5
	answered question						5
	skipped question						0

6. FOLLOWING the Mindshare Process Training Program please rate your beliefs on the following ...							
	I strongly disagree	I agree	I neither agree nor disagree	I agree	I strongly agree	Rating Average	Response Count
An online marketing strategy is an ABSOLUTE NECESSITY	0.0% (0)	0.0% (0)	0.0% (0)	40.0% (2)	60.0% (3)	4.60	5
Most companies don't have a clue which presents a great opportunity.	0.0% (0)	40.0% (2)	40.0% (2)	20.0% (1)	0.0% (0)	2.80	5
I believe I know what it takes to gather the facts and create an effective strategy.	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (5)	0.0% (0)	4.00	5
	<i>answered question</i>						5
	<i>skipped question</i>						0

7. How likely would you be to recommend this course to colleagues and others seeking to better understand online marketing?						
	Highly likely - this is an incredible opportunity to learn everything you need to do to be successful online.	Somewhat likely - it was good information and easy to understand. I feel I can make a difference for my company.	Neutral - good information but attendance was required.	Somewhat unlikely - the information was okay. I did not understand how to use it.	Highly unlikely - I didn't find the information helpful	Response Count
Please choose one ...	20.0% (1)	80.0% (4)	0.0% (0)	0.0% (0)	0.0% (0)	5
	<i>answered question</i>					5
	<i>skipped question</i>					0

8. Please provide your comments and/or recommendations regarding these sessions.	
	Response Count
	4
	<i>answered question</i>
	4
	<i>skipped question</i>
	1