**Post-Purchase Deep Dive**

**Recommended Study Name:** Post Purchase Deep Dive **[INSERT PRODUCT NAME]**

**Objectives:** Understand the social motivators of customers’ post-purchase activities and learn how they feel about sharing their views online.

**Email Invite**

**Subject:** Talk to us about online reviews

Hey there, **[%FirstName%],**

Let’s chat real quick! We’d like to talk to you about why you think people participate in social media? And in particular, what do you think of online product reviews?

**Click here** to get started. Or, copy and paste this link into your browser: **[%ActivityLink%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Checking Reviews**

**Question Type:** Multi Choice

**Who sees this question?** All members

Which of the following social media or online product review sites are your go-tos when you consider purchasing **[PRODUCT CATEGORY]**? Select up to three.

**[USE THE SAMPLE LIST BELOW OR ADD YOUR OWN FOR A MAXIMUM OF 15]**

**[RANDOMIZE] [SET MIN OF ONE AND MAX OF THREE]**

Angie’s List

Facebook

Instagram

Pinterest

Snapchat

TripAdvisor

Tumblr

Twitter

Vine

YouTube

Zagat

None of the above **[ANCHOR] [EXCLUSIVE]**

**PRO-TIP: Use this question as a possible shareback to the community.**

**[Q2] Importance**

**Question Type:** Single Choice Grid

**Who sees this question? All members who did NOT select None of the above in Q1**

How important are each of these sites to you when deciding to purchase **[PRODUCT CATEGORY]**?

**[COLUMNS]**

Extremely important

Very important

Not very important

Not at all important

**[ROWS] [RANDOMIZE]**

**[MASK THROUGH SELECTED ANSWERS FROM Q1]**

**[Q3] No Online Review Check**

**Question Type:** Multi Choice

**Who sees this question? All members who select None of the above in Q1**

Any particular reason why you haven’t used any social media or product review sites?

**[RANDOMIZE]**

I don’t trust reviews about **[PRODUCT CATEGORY]** on those sites

I don’t buy **[PRODUCT CATEGORY]**

I look to friends and family more for reviews on **[PRODUCT CATEGORY]**

I have another reason (don’t be shy): **[ANCHOR] [OPEN END]**

No particular reason **[ANCHOR] [EXCLUSIVE]**

**[Q4] Posting Reviews**

**Question Type:** Single Choice Grid

**Who sees this question?** All members

What about posting reviews? How often do you provide your own thoughts of products that you’ve purchased?

**[COLUMNS]**

Always

Sometimes

Rarely

Never

**[ROWS] [RANDOMIZE]**

Social media

Online review websites

Retailer websites

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to tell us about what you think about online reviews.

We really appreciate the feedback and look forward to hearing from you again soon.

Thanks again!

**[COMMUNITY NAME]**

**OPTIONAL DISCUSSION FORUM – Redirect members to a discussion forum if applicable.**

**Post Title: What motivates people to post about products?**

Some people engage with their favorite social media platforms multiple times a day and frequently post their comments and opinions. Others barely utilize these sites on a weekly basis and are more likely to review what others have to say, but rarely post their own content or comments.

In your opinion, what are the personality traits/characteristics of someone who is a frequent social media user who posts a lot of regular content?

**SAMPLE MODERATOR PROBES:**

* How does a frequent user differ from a more casual user?
* Are there real differences in personality or is it just a matter of taste? Life stage?

**Post Title: What motivates YOU to post about products?**

Gone are the days of writing a hard copy letter to give your feedback to a company. Giving your opinion is as easy as posting a comment on Facebook or Twitter.

Tell us about a situation where you provided an online review of a product, gave feedback to a company via a social site or told your social network about a good or bad experience you had.

**SAMPLE MODERATOR PROBES:**

* What about that situation made you want to discuss it online?
* What were the emotions you felt after you posted your feedback or opinion?
* What were the reactions you received from others in your network? Good? Bad? Did a debate ensue?
* Do you seek out blogs or online reviews regularly to help inform your purchase decisions? If so, what sites/blogs do you trust the most to give you the best information?

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**