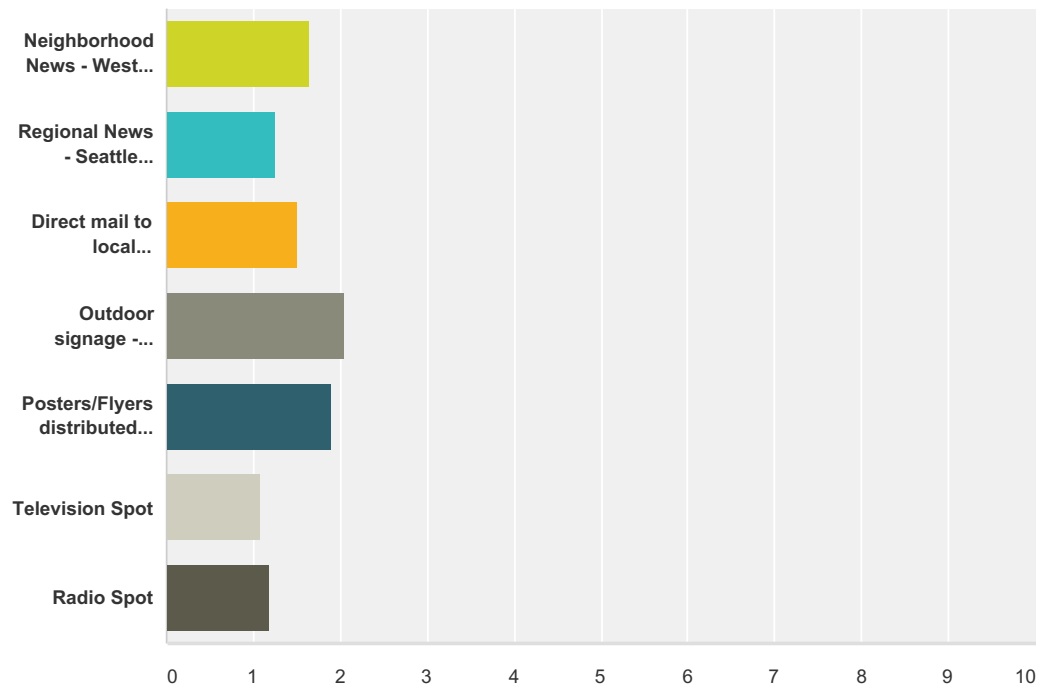


Q1 Where do you currently promote your business and how effective is it?

Answered: 57 Skipped: 2



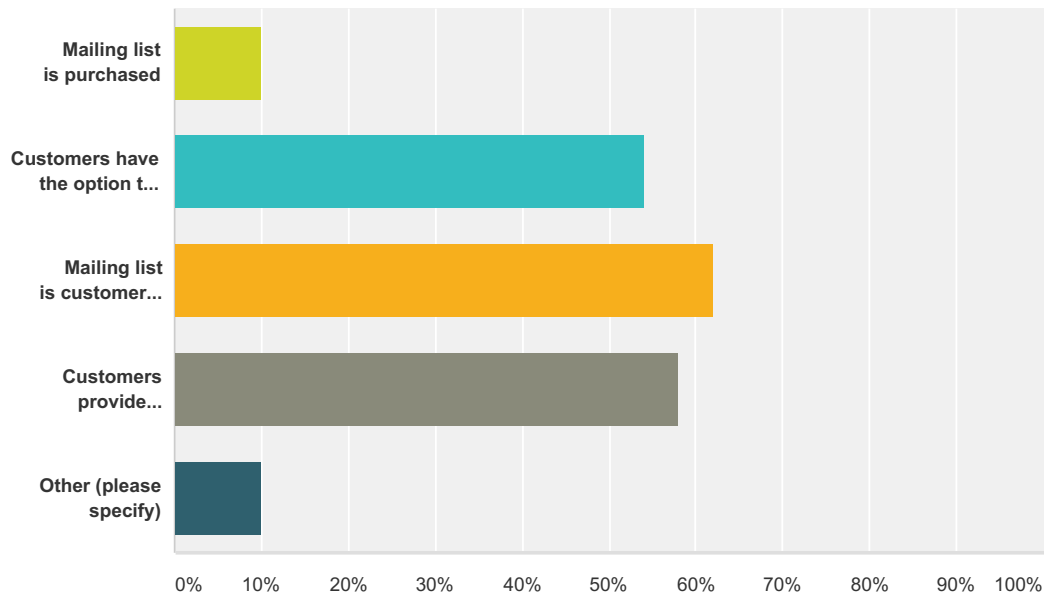
	Do not use	No indication of traffic increase	Received several inquiries	Contributed to sales	Created inquiries and sales - definitely continue	Unable to accurately measure effectiveness	Total	Weighted Average
Neighborhood News - West Seattle Blog, Westside Weekly	60.71% 34	10.71% 6	7.14% 4	5.36% 3	10.71% 6	5.36% 3	56	1.64
Regional News - Seattle Times, Puget Sound Business Journal, Professional Journals	83.93% 47	5.36% 3	1.79% 1	3.57% 2	3.57% 2	1.79% 1	56	1.25
Direct mail to local households - Valpak, Community Shopper	75.00% 42	3.57% 2	1.79% 1	8.93% 5	8.93% 5	1.79% 1	56	1.51
Outdoor signage - "Sale" Banners, A Boards	41.07% 23	8.93% 5	12.50% 7	12.50% 7	16.07% 9	8.93% 5	56	2.04
Posters/Flyers distributed throughout the community; business cards on community boards	44.64% 25	16.07% 9	12.50% 7	7.14% 4	14.29% 8	5.36% 3	56	1.91
Television Spot	91.07% 51	1.79% 1	1.79% 1	0.00% 0	1.79% 1	3.57% 2	56	1.09
Radio Spot	85.71% 48	5.36% 3	1.79% 1	3.57% 2	1.79% 1	1.79% 1	56	1.20

#	Other (please specify)	Date
1	Web site, received many new clients this way.	4/12/2017 7:49 PM
2	Kukui - redid website, manages adwords Reputation Igniter - requests feedback and reviews	4/12/2017 5:10 PM

3	Social media and direct email have been most effective. Radio was effective when I did use it but am not using it now.	4/12/2017 5:09 PM
4	We do a lot of social media work as well as a PR campaign working with non profits. These alone have definitely contributed to traffic.	4/12/2017 4:54 PM
5	I am in residential real estate sales. I market on-line through real estate web sites (about 20) and company global/national web site. I send mail directly to database of clients.	4/12/2017 4:52 PM
6	I do not really handle my advertising or measure the results.	4/12/2017 4:49 PM
7	Social media: facebook, linked in, brokerage webpage, my webpage, brokerage's facebook page, facebook ads.	4/12/2017 4:27 PM
8	Yelp Facebook LinkedIn All very effective.	4/12/2017 3:22 PM
9	our website	4/12/2017 3:14 PM
10	the mortgage industry has become more regulated around how I can promote my own business. they do marketing for Homestreet Bank as a whole, TV, Billboards, regional news - it's just not specific to me.	4/12/2017 2:41 PM
11	Home Shows, trade shows, community festivals, street fairs, Social Media.	4/12/2017 2:40 PM
12	Most of our promotion is done with our corporate marketing.	4/12/2017 2:23 PM
13	I created and host my own podcast - the Sea-Town Podcast. This has helping increase visibility within the local community.	4/12/2017 2:16 PM
14	We also advertise in local church/school bulletins and sports programs and donate to local charitable auctions to promote our business.	4/12/2017 2:04 PM
15	networking	4/12/2017 1:59 PM
16	We strive to be recommended by others in the WS Blog forum section not pay to be a sponsor. For this and others (FB Page, a clients own choice of social media) all closing letters ask for a personal referral and for them to share their experience on their preferred social media outlet.	4/12/2017 1:53 PM
17	As part of PCC Natural markets, marketing is taken care of by our marketing team at the main office.	4/12/2017 1:52 PM

Q2 If you promote your business via email, please select all that apply

Answered: 50 Skipped: 9

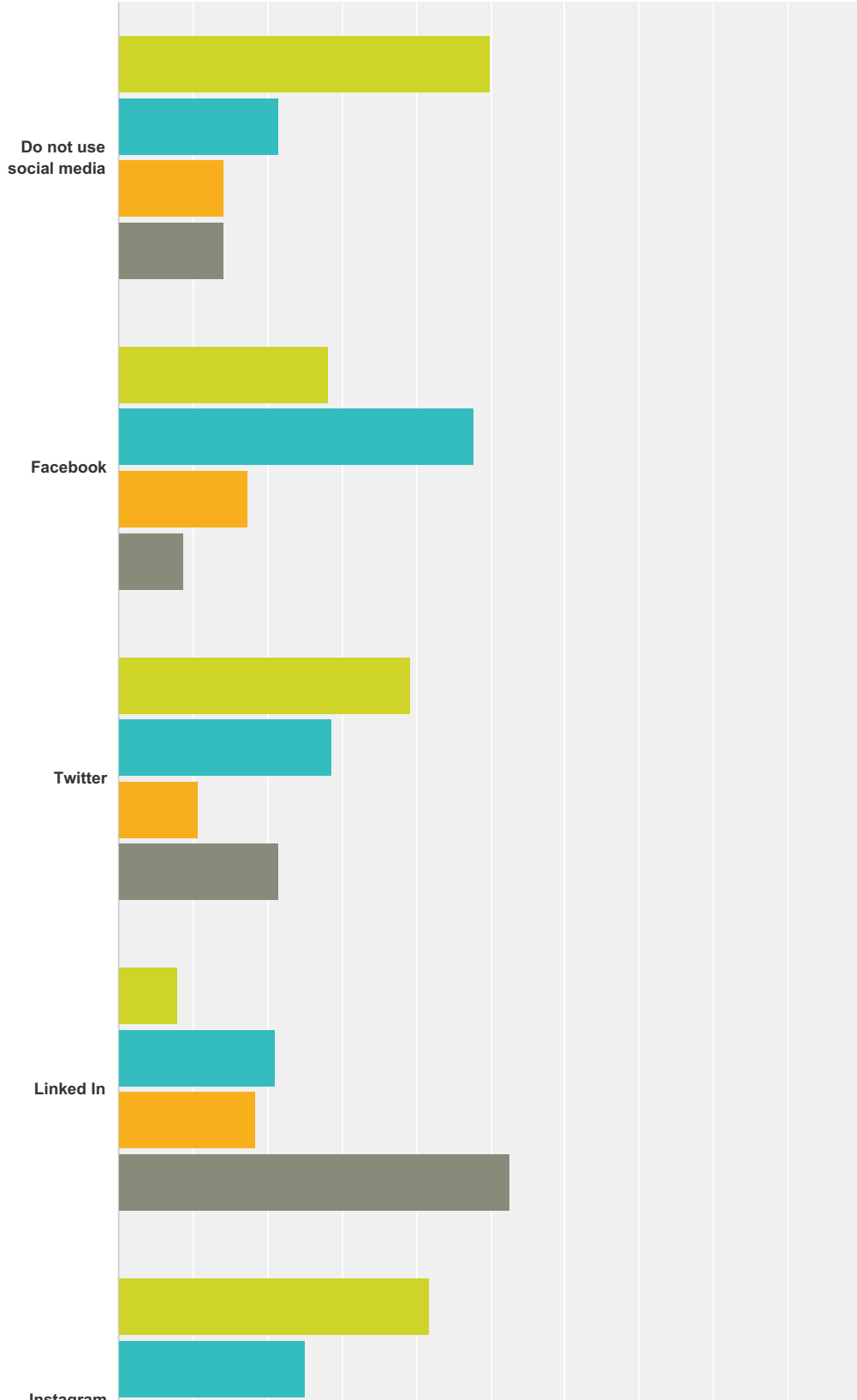


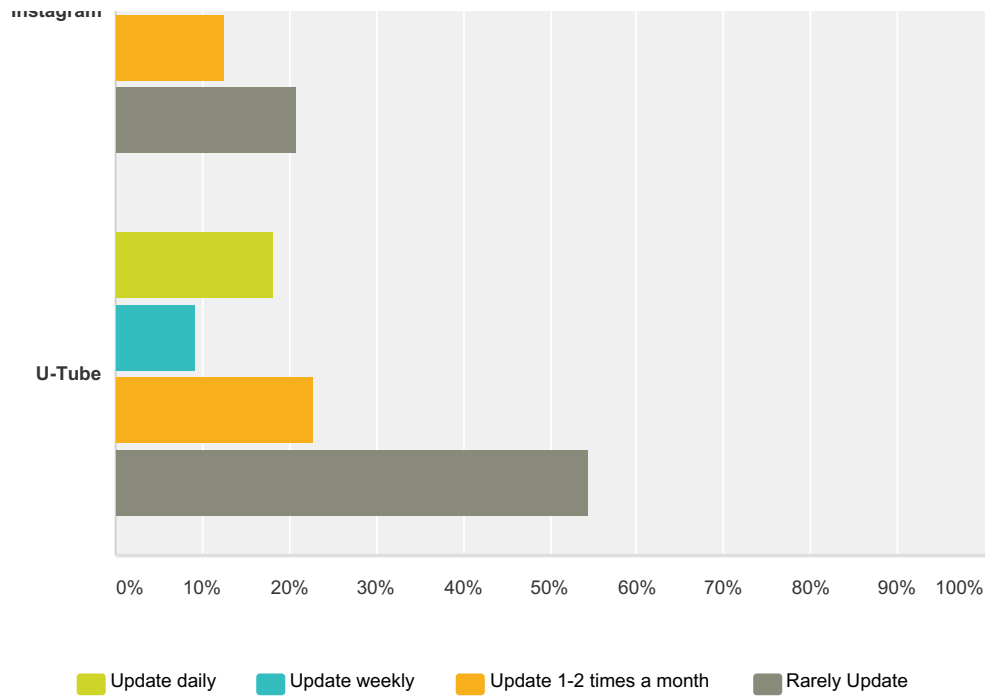
Answer Choices	Responses
Mailing list is purchased	10.00% 5
Customers have the option to opt into mailing list from your website	54.00% 27
Mailing list is customer information gathered at point of sale	62.00% 31
Customers provide referrals	58.00% 29
Other (please specify)	10.00% 5
Total Respondents: 50	

#	Other (please specify)	Date
1	Tab on Facebook page	4/13/2017 8:49 AM
2	Customers gathered from sign calls.	4/12/2017 4:52 PM
3	Customers have the option to opt into mailing list in the store	4/12/2017 2:04 PM
4	OUr clietn intake sheet always asks who we may thank for business. It gives us permsision to send a thank you card, which we do (our photo on card) alogn with a business card.	4/12/2017 1:53 PM
5	Marketing team at our main office does mailings	4/12/2017 1:52 PM

Q3 What social media do you use to promote your business and how often do you update? (select all that apply)

Answered: 55 Skipped: 4



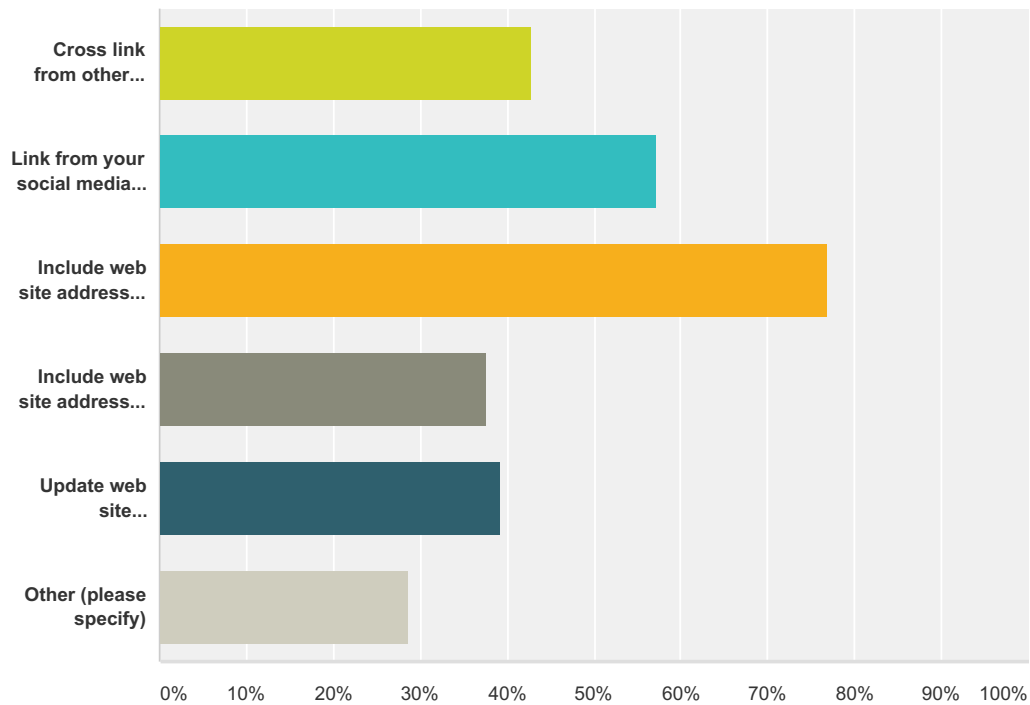


	Update daily	Update weekly	Update 1-2 times a month	Rarely Update	Total Respondents
Do not use social media	50.00% 7	21.43% 3	14.29% 2	14.29% 2	14
Facebook	28.26% 13	47.83% 22	17.39% 8	8.70% 4	46
Twitter	39.29% 11	28.57% 8	10.71% 3	21.43% 6	28
Linked In	7.89% 3	21.05% 8	18.42% 7	52.63% 20	38
Instagram	41.67% 10	25.00% 6	12.50% 3	20.83% 5	24
U-Tube	18.18% 4	9.09% 2	22.73% 5	54.55% 12	22

#	Other (please specify)	Date
1	Snapchat	4/13/2017 8:49 AM
2	None	4/12/2017 4:49 PM
3	Would love to use these more often. Timing and content are always a challenge.	4/12/2017 2:20 PM
4	Yelp, Google +	4/12/2017 1:42 PM

Q4 How do you increase traffic to your web site? (select all that apply)

Answered: 56 Skipped: 3



Answer Choices	Responses
Cross link from other professional organizations i.e. Member of Chamber	42.86% 24
Link from your social media site posts	57.14% 32
Include web site address on all business collateral	76.79% 43
Include web site address on packaging	37.50% 21
Update web site weekly/monthly to draw attention	39.29% 22
Other (please specify)	28.57% 16
Total Respondents: 56	

#	Other (please specify)	Date
1	through advertising on radio and TV	4/14/2017 1:03 PM
2	we don't. focus more on 1/1 conversations	4/13/2017 6:02 PM
3	town squared , next door, yelp	4/13/2017 8:23 AM
4	SEO for organic search success	4/12/2017 5:09 PM
5	I don't	4/12/2017 4:49 PM
6	"boost" post through facebook.	4/12/2017 4:27 PM
7	All done with our corporate marketing department	4/12/2017 2:23 PM
8	SEO, Yelp, Yellow Pages, and other SEO sites really bring in business	4/12/2017 2:20 PM

9	E-mail signatures	4/12/2017 2:07 PM
10	Include website in all email signatures as well as in all advertising.	4/12/2017 2:04 PM
11	We are redoing our website at the moment, so as of right now we are not really using our website until it is updated.	4/12/2017 2:04 PM
12	Include client intake forms and heavy content on website and suggest clients simply calling for preliminary info to peruse our website first. Our domain name (.westseattlelaw) also directly ties to how clients search ("west seattle attorney" etc.).	4/12/2017 1:53 PM
13	marketing team at main office responsible to promote	4/12/2017 1:52 PM
14	Facebook ads	4/12/2017 1:50 PM
15	Have PPC to control inquiries to website	4/12/2017 1:45 PM
16	SEO	4/12/2017 1:42 PM