

5 Ways to Use Profiling Questions

(That You Might Not Have Thought of Yet!)

Profiling questions can be an extremely useful addition to your CoSy (Content Syndication) campaigns, if used in the right way. To get the best information from those that are reading your content, at the point of download, it's worth considering what wider questions your audience could help you answer.



1. Understanding Habits and Behaviors

Gain insights into how your target audiences use your type of products, how they search for your type of products, what challenges they have – the possibilities are endless.

Example question: What are your top criteria when looking for technology solutions to help with CyberSecurity challenges?

The answers to this question can feed back into your business and help you prioritize your marketing messaging in the future.



2. Personalized Follow-up Content

Customize your content based on profiling question answers to better resonate with each audience segment. What did they say their challenges were? What are their upcoming priorities? What incentives might help them reach the next stage of their journey?

Example idea: If you asked a question such as 'What is your biggest concern when buying finance-related technology?', the answers will be varied, and could be grouped into different areas of concern. This approach allows you to send more relevant and personalized follow-up material, based on each group's specific challenges.



3. Find Out More About Their Buying Committee

While it may seem like you're getting ahead of yourself, as your prospects will likely not be ready to buy yet, it's eye-opening to find out who is involved with buying your technology within each company.

Example Question: How many departments in your company would be involved with decision making for a Cloud Security product?

The answers to this question can provide useful insights to help you plan your marketing strategy (you might want to expand ad targeting for example), and to share with your sales department.



4. Product Development and Improvement

Leverage findings from profiling questions to enhance your products or services based on industry insights. Understanding what your audience values or expects will help refine your offering to meet their needs better.

Example question: What type of functionality do you prioritize when searching for HR technology, such as intranet providers?

This kind of question is a great source of knowledge for your product development team. It can also help demonstrate the value of marketing within your business.



5. Survey your Target Audience!

Gain valuable insights from your prospects and use them to create more valuable content; such as an industry report or a new eBook.

Example question: What is your biggest IT Technology concern for the year ahead?

The concerns answered in this type of question could be turned into new guides and blogs, covering each concern individually to support your audiences with valuable and timely content.