

STRATEGY DECODED

**CUSTOMER QUESTIONS THAT FUEL
CONTENT-DRIVEN GROWTH**

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ROLES & RESPONSIBILITIES



These questions uncover the customer's level of influence in decision-making, their specific duties, how their performance is evaluated, and what they're striving to achieve. This information helps you understand how you fit into the customer's professional goals.

- What is your role in the buying decision?
- What is your title and what are your responsibilities?
- How is your success measured?
- What are your top priorities this year?

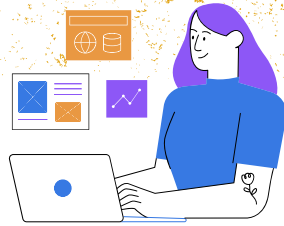
PRODUCT DISCOVERY & RESEARCH



These questions explore the customer's information-seeking behavior, preferred channels for product discovery, and regular sources of industry knowledge. This insight is valuable for optimizing content strategies and identifying effective channels to reach potential customers.

- How did you hear about us?
- Which places or sources do you visit to gather information about a product
- What sources of information do you consume regularly?

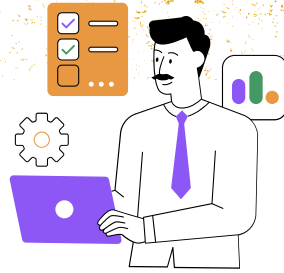
PRODUCT EVALUATION & IMPACT



- What features convinced you that our product will be successful in solving your problems?
- How does the product help you reach your KPIs?
- Which features did you explore first?
- If you didn't have the product what are some challenges that would make your job harder?

These questions seek to identify the most compelling features, how the product contributes to achieving key performance indicators, and what challenges it addresses. This information is crucial for understanding the product's value proposition from the customer's perspective and potential areas for improvement.

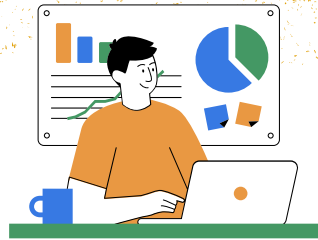
USER EXPERIENCE & ADVOCACY



- Have you recommended the product to anyone? How do you describe it?
- Why do you keep using the product?
- If you wanted to convince someone to try the product, what would you say?

These questions uncover the aspects of the product that resonate most with users, why they continue to use it, and how they describe its benefits to others. This information is valuable for understanding product loyalty, identifying potential brand advocates, and refining content messages.

BUYING PROCESS & DECISION-MAKING



These questions uncover the aspects of the product that resonate most with users, why they continue to use it, and how they describe its benefits to others. This information is valuable for understanding product loyalty, identifying potential brand advocates, and refining content messages.

- When did you first realize that you needed a new solution?
- What was the reason you decided to buy?
- How do you make the purchase decision? How long does it take and who is involved?
- What are the steps involved in the purchase decision?



UNLOCK YOUR CONTENT'S FULL POTENTIAL

Let's talk strategy

Check out my Substack
