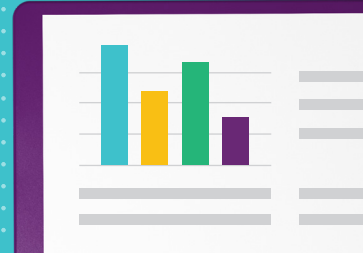
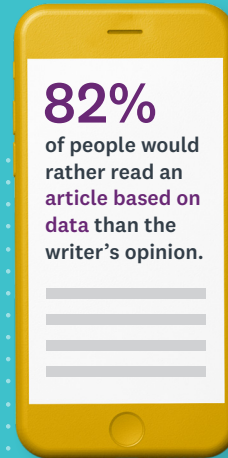


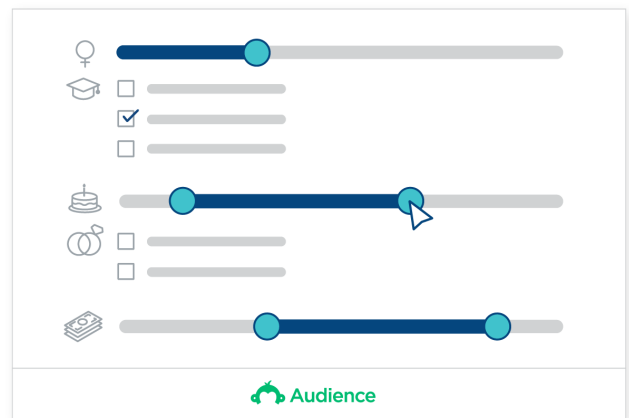
# Your new secret weapon for creating impactful marketing content

Use fast global surveys to find fresh angles, gain topic authority, and project thought leadership



## 4 steps to powering your content strategy with surveys

- 01 Find a topic that:**
  - appeals to your audience
  - answers unanswered questions
  - connects to your brand message
- 02 Design an engaging survey** that uses the right question types, works on mobile, and includes demographics for comparisons.
- 03 Target the right population:** Send to your existing contacts and followers or use **SurveyMonkey Audience**, the fastest DIY global survey panel.
- 04 Dig into your data** to get catchy soundbites and headlines that **will make your content go viral and attract news coverage.**



Want more details?

Read **The Ultimate Guide to Using Surveys for Content Marketing:**

[www.surveymonkey.com/mp/ultimate-content-marketing-guide](http://www.surveymonkey.com/mp/ultimate-content-marketing-guide)

## Join these top brands today!

See how winning companies create viral content with SurveyMonkey Audience



### Netflix: Cheating in streaming couples is real

The online entertainment company gets passionate media coverage thanks to a global survey with over 30,000 responses in 11 days.



### Time: A vision of perfect moms that's hurting them

The magazine uses our fast consumer panel to reveal that more than 70% of new moms feel pressured by society's expectations.



### Wrike: Is it ever OK to swear at work?

The work management platform gets more than 100 media mentions thanks to a groundbreaking study where 57% of people confess to swearing at work.

***“We spent weeks using our own social media or email campaigns to try to get 1,000 responses. With SurveyMonkey Audience, you can do that in an hour.”***

Brad Sanzenbacher, Senior Corporate Communications Manager

**Wrike**

 **Audience**

Learn more at [www.surveymonkey.com/mp/audience/content-creation](http://www.surveymonkey.com/mp/audience/content-creation)