

RESEARCH CAMPAIGN WORKSHEET

Campaign identification: _____

This research is being conducted to support (project name): _____

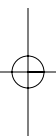
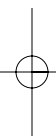
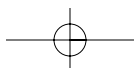
The main purpose of this research is to determine: _____

Other research that's covered this subject: _____

Other individuals who can shed light on this subject: _____

The people asked to answer these questions will be chosen based on the following:

The following demographic and psychographic questions will be asked of each individual: _____



The questions will be:

- Yes/no
- Multiple choice
- Likert scale (Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree)
- Semantic differential (very interested /_/_/_/ not interested)
- Scale of
 - 1 to 5
 - 1 to 10
 - 1 to 100
- Rank order (number the choices from best to worst)
- Essay (anecdotal)
- Word association (the first word that comes to mind)
- Sentence completion ("If I bought this product I could . . .")

There will be at least _____ and no more than _____ total questions.

The questions will be:

- Sent out all at once
- Sent out in batches of _____

Each respondent will receive no more than _____ email questionnaires

Each questionnaire will take no more than _____ minutes to complete

The answers will be tallied/analyzed by: _____

68**EMAIL MARKETING**

The budget for this campaign is: _____

This questionnaire will reach no fewer than _____ and no more than _____ people

The budget for this research campaign is: _____

This series will commence on (date) _____ and end on (date) _____

Questionnaires will be sent in order to arrive on (day of the week) _____ at (time of day) _____

The format will be:

Straight ASCII text

HTML

Both

The copy for these questionnaires is:

In development

Awaiting approval

Approved

The support plan is:

In development

Awaiting approval by _____

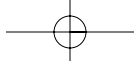
Approved by _____

The testing plan is:

In development

Awaiting approval by _____

Approved by _____



**The metrics of success
used in this campaign will be:**

**Success will be
achieved at (quantity):**

