



2770 Arapahoe Road | Suite 132, PMB 233 | Lafayette, CO 80026  
www.directhitmarketing.com · (303) 666-0798

**Online Question - Which Marketing Channels influenced you to register for (Name of Event or Trade Show?)**

**Please check all that influenced your decision to register for this event:**

- Email**
- Colleague Referral**
- Vendor Referral**
- Direct Mail**
- Online Search**
- Social Media – Facebook**
- Social Media – LinkedIn**
- Social Media – Other**
- Text Message**
- Digital Ad**
- Trade Media or Publication (digital or print)**
- Newsletter or Blog**
- Telemarketing or Voice Mail**

**Just have this set-up by your registration company as a non-required online question. We see completion rates of 35% to 50%, which provides a good sample size for most events to use the data with confidence.**