



Training Needs Assessment Questionnaire

The purpose of this document is to help your organization assess its needs for digital marketing training. Use this template to evaluate how many employees need training and the type of training they need.

Section 1 – Needs Assessment

What are the problems/needs that you want to address through training?

What do you want to be included/covered?

What do you think is missing in your digital marketing strategy?

What trainings have proven to be successful in the past (i.e. trainees were able to apply what was taught immediately)? What trainings have NOT proven to be successful?

What is the desired end result of this educational program?

Section 2 – Training Goals and Audience

Below is a list of general goals that apply to most companies. Add any company-specific goals to the list that aren't already listed. Rank the importance of each goal for your company

Training Goals	Importance 4 – very important 1 – not important	Currently measure effectively?
Build brand or product awareness & buzz	1 2 3 4	n/a - yes - somewhat - no
Attract more traffic to my website	1 2 3 4	n/a - yes - somewhat - no
Convert more site visitors into leads	1 2 3 4	n/a - yes - somewhat - no
Convert leads into qualified sales-ready leads	1 2 3 4	n/a - yes - somewhat - no
Convert more leads into sales	1 2 3 4	n/a - yes - somewhat - no
Grow email database	1 2 3 4	n/a - yes - somewhat - no
Grow online ecommerce sales	1 2 3 4	n/a - yes - somewhat - no
Retain existing customers	1 2 3 4	n/a - yes - somewhat - no
Educate your target market	1 2 3 4	n/a - yes - somewhat - no
Other:	1 2 3 4	n/a - yes - somewhat - no
Other:	1 2 3 4	n/a - yes - somewhat - no

Who will be attending the training (please list departments, positions and responsibilities)?

How does your staff learn the best?

Section 3 – Marketing initiatives

Please list all marketing campaigns over the last 12 months that the trainer needs to know about:

Social media activity:	
Affiliate marketing:	
Pay Per Click:	
Banner ads:	
Email marketing:	
Offline marketing:	
Events:	
Other:	

List all web properties that your company manages (websites, micro-sites, social media pages):

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If you have any questions about this questionnaire or if you are interested in learning more about our trainings and seminars, please call us at 513-373-4216 or email us at info@infotrustllc.com. Over the past two years, we have delivered over 100 trainings on web analytics, conversion optimization and inbound marketing.