



Discover Your Digital Marketing Superpower

The 5-Minute Quiz
to Find Your Perfect Strategy

Feeling overwhelmed by the endless marketing options?

This simple quiz will reveal the single best channel to focus on for your specific business goals, budget, and timeline.

Where Should You Spend Your Time and Money?

SEO, Paid Ads, Content, Email, Social Media... It's easy to get pulled in a dozen different directions, trying to master everything all at once. But this approach is the #1 reason many businesses waste time and money without seeing real results.

As you've probably heard, the secret isn't to do more. It's to prioritise the 'best' channel for your business. That's what this quiz is designed to find.

In just 7 questions, you'll discover exactly where to focus your energy to get the best results. For a more in-depth explanation, check out our latest blog [here](#).



How it works:

1. Answer the 7 questions on the next page.
Choose the option that best describes your business.
2. Tally your results using the scoring sheet.
3. Read your profile to understand your primary channel.

Let's find your perfect match!



The Digital Marketing Channel Quiz

Circle the letter of the answer that sounds most like you for each question.

1. What is your primary business goal right now?

- A. I need to generate leads and sales as quickly as possible.
- B. I want my website to show up on Google when people search for what I offer.
- C. I want to build a community, engage directly with my audience, and increase brand awareness.
- D. I want to nurture existing relationships and drive repeat business.
- E. I want to become the go-to expert in my industry by educating my audience and building long-term trust.

2. What is your marketing budget like?

- A. I have a dedicated budget, and I'm willing to pay for immediate traffic and data.
 - B. I have the time to invest in a more long-term approach.
 - C. I have a small budget. I can invest in some content creation tools or boost a few posts.
 - D. Very limited. I have a subscription to an email marketing software and a long list of contacts.
- I have a consistent budget for creating high-quality content like blog posts, videos, or guides.

3. When do you need to see results?

- A. I need to see traffic and leads coming in as soon as possible.
 - B. I'm patient. I'm here for the long game, and I can wait 6-12 months before seeing results in search engine rankings.
 - C. I'd like to see a monthly increase in engagement (likes, comments, followers).
 - D. I want to see results (opens, clicks, sales) within hours of sending a campaign.
 - E. I want to create a library of valuable content over time.
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4. Who is your target audience?

- A. People who know they have a problem and are actively searching for a solution right now.
 - B. People who use search engines to research, learn, and find answers to their questions.
 - C. People who are browsing and discovering on social media platforms like Instagram, Facebook, or TikTok.
 - D. People who have already shown interest in my business (current/past customers or have subscribed for updates)
 - E. People who are looking for information, education, and deep insights into their problems, not just a quick purchase.
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5. What are your greatest personal or team strengths?

- A. I'm analytical. I love looking into data, testing variables, and optimising for return on investment (ROI).
 - B. I enjoy research, understanding search intent, and the technical side of how websites work.
 - C. I love starting conversations, creating visuals, and being part of a community.
 - D. I'm great at persuasive communication and building personal relationships.
- I'm a great storyteller. I love creating helpful guides, videos, or articles that genuinely help people.

6. How do you describe your product/service?

- A. It solves an urgent, specific need (e.g., emergency repairs).
- B. My customers do a lot of research before they buy (e.g., property investment, physiotherapy clinics).
- C. It's highly visual or lifestyle-oriented (e.g., fashion, travel, coaching).
- D. I have a range of products/services and can offer repeat customers exclusive deals or content (e.g., a spa and wellness centre)
- E. It's complex, has a long sales cycle, or requires a lot of customer education before a purchase is made (e.g., B2B software provider)

7. What is the state of your current online assets?

- A. I have a website that is ready to receive traffic and convert visitors.
- B. I have a website, but it's not optimised to rank on search engines.
- C. I have active social media profiles, but want to get more out of them.
- D. I have a list of customer/prospect emails, even if it's small.
- E. I have a professional website, and I am ready to create some great blogs.

Scoring Your Results

Now let's turn your answers into a clear action plan. The process is simple: you just need to transfer your circled answers to the tally sheet below. Here's how you can do that:

1. Look back at the 7 answers you chose in the quiz.
2. For each answer, find its matching code in the columns below and circle it here too.
3. When you're done, count the total number of circles in each column to get your final score.

For example, if you circled B for Question 4, you would find and circle Q4-B in the 'SEO' column.

Question คำถาม	Paid Ads	SEO	Social Media	Email	Content
Q1	A	B	C	D	E
Q2	A	B	C	D	E
Q3	A	B	C	D	E
Q4	A	B	C	D	E
Q5	A	B	C	D	E
Q6	A	B	C	D	E
Q7	A	B	C	D	E
Score คะแนน					

The channel with the highest score is your Primary Channel – the best place for you to focus your efforts right now.

What Do Your Results Mean?

1. If your highest score was A, your primary channel is: Paid Ads (PPC)

You're a fast tracker, and you need leads now. For you, budget isn't a problem. You're ready to invest for immediate data and results because you understand that paying for targeted traffic is the quickest way to get in front of customers ready to buy.

Your next steps: Set your budget, define your target audience, and create a compelling offer.

2. If your highest score was B, your primary channel is: SEO (Search Engine Optimisation).

You're fully locked in. The long game doesn't scare you because you're laser-focused on building a sustainable, long-term strategy. Your mission is to attract customers who are actively searching for your solutions.

Your next steps: Set up your Google Profile, do foundational keyword research, and optimise your homepage.

3. If your highest score was C, your primary channel is: Social Media.

You love a good and vibrant community. You understand the power of authentic connection. You know that a loyal tribe of followers can change the game entirely. For you, marketing is about building trust and creating a brand people are excited to be part of.

Your next steps: Choose your social media platforms, optimise your profile, and start planning your posts.

4. If your highest score was D, your primary channel is: Email Marketing.

You're a relationship nurturer. You understand that real value is in the follow-up. You want to build a direct line of communication with your audience away from social media. You know exactly who's listening, and you put them first – always.

Your next step: Choose an email provider, create a simple lead magnet, and start drafting your first email.

5. If your highest score was E, your primary channel is: Content Marketing.

You're an educator. Your strength lies in creating value and building trust through expertise. You believe that by generously teaching and helping your audience, you'll naturally attract the best customers.

Your next steps: Identify your core content pillars, choose your format, and create your first high-value piece.



Start Building Your Marketing Strategy

Your quiz result gives you the perfect channel to prioritise, but it shouldn't be the only channel you ever use. Your other scores matter, too.

The most successful brands use a smart mix of marketing to connect with their audience. For example, a customer might discover your business on Instagram, visit your website to learn more, and then join your email list for a special offer. Each channel plays a specific role, but they all need a central base to be effective.

Regardless of your #1 answer, every business needs a solid website – this is where all your marketing efforts point back to. Don't worry, it doesn't need to be a massive 30-page site; a simple one-page microsite is often enough to establish your credibility.

Well, now you know what you need to do! It's your turn to start building those strategies. Need help breaking it down? Partner with our team at Move Ahead Media today!



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