

# Brand Perception and Awareness Email Templates

Subject: Help Us Shape the Future: Your Opinion Matters!

Dear [Customer's Name],

At [Your eCommerce Store Name], we are constantly striving to provide you with the best possible shopping experience. Your thoughts and insights are invaluable to us as we work to enhance our brand and better serve your needs.

That's why we invite you to take part in our Brand Perception and Awareness survey. This short survey will help us gain a deeper understanding of how you perceive our brand and how we can improve to meet your expectations.

Your Voice Matters – Take the Survey Now!

We value your time, so we've included the survey questions right here in this email. Your responses will directly impact the future direction of our products and services. Please take a moment to share your opinions with us.

Survey Questions:

1. How did you first hear about [Your eCommerce Store Name]?
2. What words come to mind when you think of our brand?
3. On a scale of 1 to 10, how likely are you to recommend [Your eCommerce Store Name] to a friend or colleague?
4. Which of our products do you find most appealing? Why?
5. How often do you visit our website or make purchases from us?
6. What improvements or additions would you like to see in our product offerings?
7. Are there any specific challenges or pain points that [Your eCommerce Store Name] has helped you overcome?

We truly appreciate your time and feedback. As a token of our gratitude, you'll be automatically entered into a [Your eCommerce Store Name] Gift Card giveaway with a chance to win [Enter Gift Card Value].

Your honest opinions will help us continue to innovate and deliver exceptional experiences to our customers.

Thank you for being a part of our journey!

Warm regards,  
[Your Name]  
[Your Title]

[Your Contact Information]

[Your eCommerce Store Name]

[Website URL]

[Social Media Links]

P.S. Don't miss this opportunity to have your say and win a [Your eCommerce Store Name] Gift Card! Complete the survey now and make your voice heard.