
Brothersoft Launches a Website Brand Survey to Improve the Software Download Experience

Brothersoft, a leading software download portal, launched today its Brothersoft Website Brand Survey to listen to software fans' suggestions and improve the software download experience.

As one of the most popular *software* download stations, [Brothersoft](#) organized this Website Brand Survey, in an effort to better understand what the most common issues are when downloading software; and how to satisfy software fans in the Brothersoft software downloading experience.

Beginning this week, all software fans will be encouraged to participate in the [Brothersoft Website Brand Survey](#), and to respond to an online questionnaire asking them to reflect on some related software downloading problems. This is Brothersoft's first time conducting a wide range of market research, for the purpose of meeting Brothersoft's brand marketing strategy in 2010.

Brothersoft's Website Brand Survey consists of 13 questions, focusing on the customer's brand awareness, customer software downloading habits and experiences, as well as getting feedback on new software downloading features that need to be added. In return for completing the survey, some participants will have the chance to receive special gifts. The survey results will be announced on the Brothersoft official website.

"I think this market research is very important and valuable. In 2010, we will aim to users' Brothersoft brand awareness and optimize the users' software download experience. We would love to get user feedback on our website downloading experience and create a platform for downloading software quickly and easily," said Jerry Go, Marketing Manager of Brothersoft. "We will hold many interactive market activities with our users in the future, if our users have any comments or suggestions, they are welcome to leave comments in our research. We are thankful for all the participation."

To view and fill the survey, please visit: <http://brothersoft.us/survey>

Brothersoft has been a leading software download portal with emphasizing on offering the latest and useful software for all users and improving software download experience.

About Brothersoft.com

Brothersoft is a leading download sites in the world for free software downloads and shareware sales. Founded in 2002, Brothersoft now offers biggest collection of software programs for Windows, Mac, Mobile and free games downloads as well. Brothersoft is available in English, Japanese, German, French and Spanish. Brothersoft's expertise in the software business can help vendors increase their visibility on the Internet, maximize product sales and distribution.

More information can be found on the official website, at www.brothersoft.com and you are welcomed to follow us on Twitter, at <http://brothersoft.us/twitter>, or join our Facebook network, at <http://brothersoft.us/facebook>.