

Survey **CAMPAIGNS**



Survey Campaigns

An email survey is a repository of topic-relevant questions that reaches respondents and collects suggestions, feedback, and criticisms about that topic. This helps in quickly determining the target audience. This two-way communication system brings the sender and recipient closer.

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What do respondents look for?

Ask the right questions to gather the exact data you are looking for. Try out various types of questions, using a mix of both close-ended and open-ended questions.

Close-ended questions

With this type of question, respondents need to select from a list of preset answers. This is more like a quantitative approach, so increasing the number of contacts answering your survey matters a lot.

Open-ended questions

With this type of question, respondents can write their own answers. This is a qualitative analysis and relies mostly on insights and opinions. These questions can take you a step closer to your customer.

Approach your target market with these two questions:

Question 1 : What is your single biggest problem in this area?

Asking questions like this helps you to easily learn about and analyze your customer's critical pain points. Users like direct questions, and such questions will let you sow the seeds of trust.

Question 2 : Why is it so difficult to find a solution?

This is a clear opportunity to help the customers speak their mind. A blank survey provides a great deal of help in this case. Asking users to elaborate on their problems gives them room to comfortably and conveniently share ideas and experiences.

Types of surveys

Event participation surveys

Learn your user's expectations, analyze the participant's reaction, and measure the effectiveness of your survey after the event is over. Surveys are used as event management tools.

Example : You could make use of Eventbrite campaigns, which help you easily organize, promote, and sell tickets to various events. Use survey campaigns to engage with your large customer base and promote the event.



Plan your event survey module

Phases of an event survey:

Before : Measure return on investment (ROI), encourage attendee suggestions, and enable targeted speaker content. Create anticipation during the event, as well.

After : Look for content quality and try to figure out the problems that the respondents might face.

Points to remember

1. Learn what your audience needs before the event starts. Ask them details like the sessions they prefer and facilities they want, then design events in accordance with those preferences.
2. Whenever they say 'NO,' look into that matter deeply, and start monitoring.
3. Keep track of how the attendees came to that event and invest more in those channels.
4. Share the reports of your previous surveys and create a buzz around the event. Also, ensure that respondents got what they needed.

Customer satisfaction surveys

Customer satisfaction is a handy method of showing off potentials. The best customer satisfaction surveys measure how products and services supplied by a company meet customer expectations.

An old customer base is easier to maintain than a new one. As a bidirectional information tool, surveys help in fostering good customer relationships.



Various stages in measuring customer satisfaction

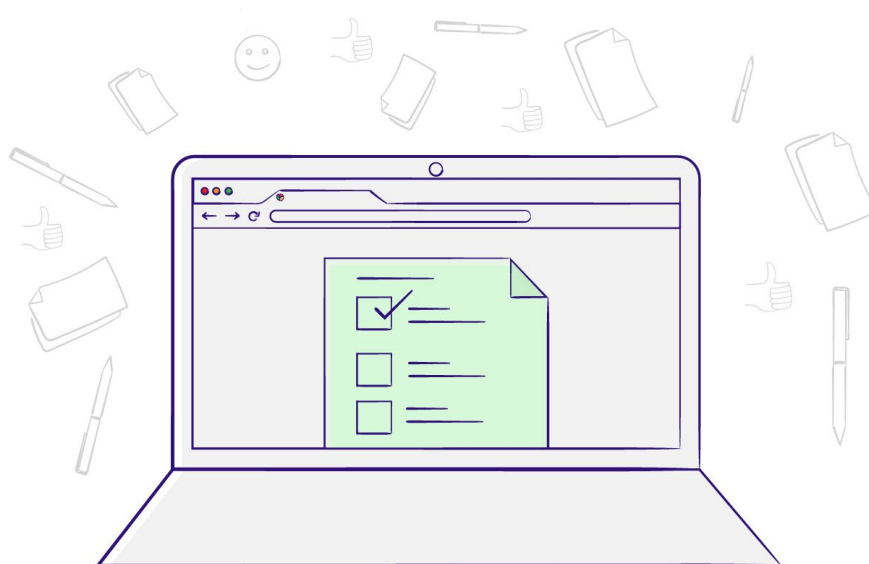
1. Post-purchase evaluations
2. Periodic satisfaction surveys
3. Continuous satisfaction tracking

Points to remember

1. This survey depends on factors like time, brevity of content, and the size of the feedback forms you send.
2. These surveys should have a maximum of one page's worth of questions. Respect your customer's time and availability
3. Be clear that the goal of the survey is to help you improve service to the customer.
4. Include a clear call to action and crisp subject line. Be aware of the fact that zero opens equals zero responses.

Website surveys

This survey is run on a website to gather customer feedback from website visitors. This leads to more efficient customer service.



Targeting strategies

Target visitors by traffic source- Create surveys for people who came from a particular source, such as from a campaign, social media, or a search engine.

Target visitors by visit length and depth- This survey is for people who spent a specific amount of time on the website and who looked at a minimum number of pages.

Target by page- This survey is for people who have stayed on specific pages.

Target by activity- This survey is for people who have completed the goals and actions set.

Why use website surveys?

1. To improve the performance of your website.
2. To learn the demographics of the anonymous users.
3. To feed the qualified prospects with their immediate needs by tracking their deeds.
4. To learn how respondents heard about your business so that you can invest more in those channels.

Integrating with survey accounts

Zoho Campaigns integrates with SurveyMonkey and Zoho Survey to send survey-based email campaigns. This not only provides valuable feedback for your service, but is also a great way to get the pulse of the market for your future strategies. SurveyMonkey users can integrate their account with Zoho Campaigns and add their online surveys to their email campaigns.

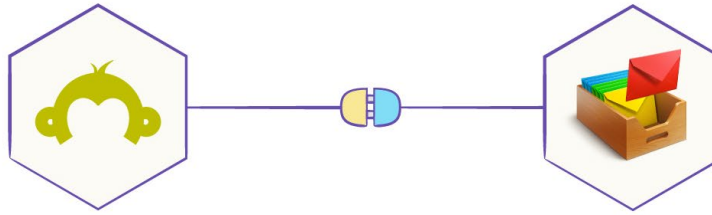
Before you create a survey-based campaign, it's important to connect your Zoho Campaigns account with SurveyMonkey and Zoho Survey.

To connect your SurveyMonkey account:

1. From the Navigation toolbar, choose **Settings** and select **Integrations**.
2. Hover on **SurveyMonkey** and click **Connect**.
3. A popup stating the activities to be performed on integrated data will be displayed for GDPR compliance purpose. Click **Continue**.

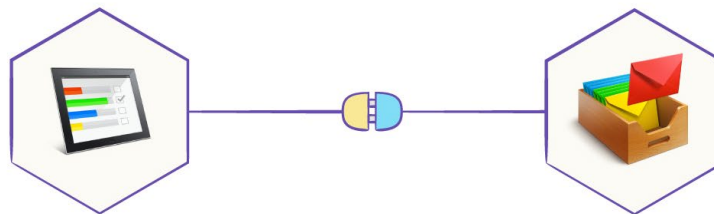
Enter your SurveyMonkey credentials to integrate. This will prompt a popup message with a request to access information and authorize your account.

4. Click **Authorize**.



To connect your Zoho Survey account:

1. From the Navigation toolbar, choose **Settings** and select **Integrations**.
2. Hover on **Zoho Survey** and click **Connect**.



Once you've connected to survey accounts, you'll be able to create a survey-based campaign.

Create survey campaign

Once you integrate with survey-based websites, you can easily select any of your surveys to be sent in your campaigns. After the authorization of your account is finished, you can proceed with creating a survey-based campaign.

To create a survey campaign:

1. From the Navigation toolbar, choose **Campaigns** and select **Advanced Campaigns**.
2. Click **Create Campaign** in the top-right corner of the screen.

3. Hover over the **SurveyMonkey/Zoho Survey** category and click **Create New**.

4. Fill out the following information on the Basic Info page:

Name

Survey

Collectors

Subject Line

Sender Details

5. In the content configuration page, select one of our survey based **Designed Templates** or **Smart Templates** for sending a survey to your customers. You can also make use of our regular templates designed for emails.

Designed Templates – These templates are tailor-made especially to send survey campaigns.

Smart Templates – The unique benefit of these templates is that they are well optimized to use in your mobile phone and of course with the features mentioned in survey templates.

6. Copy the **merge tags** associated for **survey name** and **survey link** and paste in the template, if you would like to add the survey name and link to your email.

7. Select a mailing list or segment to receive your campaign, then click Proceed.

The survey campaign will now be sent for review. Once the review is complete, you will be able to send the campaign.



Note: *The survey related merge tags are on the right side of the template editor. In the case of merge tags not being added to your designed template, 'Your Feedback' will be shown, which will redirect to the survey page.*

Survey Reports

Once your campaign is sent, you can view the survey results in the **report summary**. The campaign report shows the number of surveys delivered, opened, and clicked. In addition, **survey reports** highlight the following:

1. Number of contacts who have completed, started, or yet to start the survey
2. Responses given by each customer

You can also view the list of contacts and their related activities on a completed survey in the survey reports page, as well as the reports section in your SurveyMonkey account.

Will email surveys remain relevant?

Email is at the top of the list for workplace tools. Its inexpensive and versatile nature makes email surveys highly accessible. When email surveys are designed accurately, they have the following advantages:

1. The "churn rate"(customer unsubscribing rate) is reduced in a short span of time.

2. The “bystander effect” is drastically reduced.
3. You can personalize your engagements with respondents.
4. It helps both the sender and the respondent. This mutual tie firmly maintains your customer base.

Best Practices

Stay away from jargons- While preparing a survey, never think of your customers as tech-savvy. Because, the jargon you thought would seek their attention might ultimately confuse them. Avoid technical terms and be direct with the words you choose.

Pay attention to the feasibility of the answers- Provide all the answers for a particular question. Recipients might give you bad or inaccurate data if the option they are looking for is not available. Similarly, when you use a rating scale, standardize a highest value across the questions.

Typos are costly- Review your content for the survey and read it aloud before sending it to your recipients. Incorrect spelling and grammatical errors spoil the reputation of surveys and their senders.

Content and subject matter a great deal- Entice your customers with a catchy subject line and engaging content. Learn how spam filters work and stay away from terms likely to be caught by the server.

Time and preview are key elements- Cut down on questions that take too much time to answer. Make sure to check your surveys on mobile devices and in different browsers to make sure the formatting is friendly to different methods of accessing your content.

Frequently asked questions

1. Why am I not able to view any SurveyMonkey-related surveys while creating a new survey campaign in my Zoho Campaigns account?

There are two scenarios when such issues occur.

1. When you've integrated with one SurveyMonkey account and created a survey in another SurveyMonkey account. Recheck the integration and if needed we would suggest you integrate the SurveyMonkey account with the surveys.

2. When you haven't created any surveys in your SurveyMonkey account itself. It is a prerequisite to first create the survey in your SurveyMonkey account and then proceed to Zoho campaigns to add it to your campaigns.

2. Can I view the survey-related responses provided by the recipient while taking the survey?

Yes, you can view the responses given in a survey in the recipient's activity page under Reports tab of your Campaign website.

3. Is it mandatory to make use of Merge Tags in my survey campaign- related templates?

No, it is not mandatory to include Merge Tags in survey templates, as we've embedded the survey links in the survey templates. However, if you are using designed templates, you need to use the Merge Tags so that the survey links are visible in the template.

4. What if I deny the integration of a SurveyMonkey account after sending a Survey Campaigns? Will I still be able to view the survey reports in Zoho Campaigns account?

No. In that case, you cannot view the survey report in Zoho Campaigns. To get the survey reports updated, it is mandatory to integrate the SurveyMonkey account with your Zoho Campaigns.

5. How do I view the updated survey reports in a Zoho Campaigns account?

To view the updated reports, simply go to the **Reports** tab ->Survey Reports page -> Refresh the icon for **Refresh to Update Survey Reports** option.



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