Survey Monkey tips and resources

Survey Monkey is a powerful tool that allow you to build your customer knowledge and maintain regular contact with your clients. It allows you to interact with your clients in a non threatening way. Combine Survey Monkey with regular enhancement of your website or with new product developments. It gives you 'an excuse' to keep in touch. Remember, people like to be asked their opinion.

Survey Monkey is really easy to use and we recommend you just go to www.surveymonkey.com and create your basic account and do a few simple surveys. You won't need any instruction (we hope!). All our account managers have set up at least one survey so they could help you. Once you've got the basics you might try doing a small survey with some select clients.

A very worthwhile read is the Best Practice for Survey design document. You can access it here – it is a goldmine of good advice based on hard won experience. Even if you skim the document you will learn a lot.
http://s3.amazonaws.com/SurveyMonkeyFiles/SmartSurvey.pdf

One particular point that often comes up is how to indentify responders i.e. in order to be effective as a marketing tool you need to be able to identify who is giving the responses.

The simple way to achieve this is to include a straightforward question in your survey, e.g. What is your name? or What is your email address? Make this question mandatory. You can encourage people to cooperate with this by offering to enter those people who answer in a raffle for wine or an iPod or such like.

A more sophisticated method is to use a customer ID as a suffix to the survey link. This means you can identify the provider of the answers without requiring the respondent to provide their identity in their answers. The downside of this is that you have to format individual emails for each recipient. For more detail on how to do this see the following link.
http://help.surveymonkey.com/app/answers/categorylist/search/1

There is a wealth of online information and support on how to use Survey Monkey and get the most out of your account. We recommend you at least skim the User Manual and the Frequently Asked Questions.
http://help.surveymonkey.com/app/answers/categorylist/search/1