

Market Research: Validate Your Business Idea with Typeform

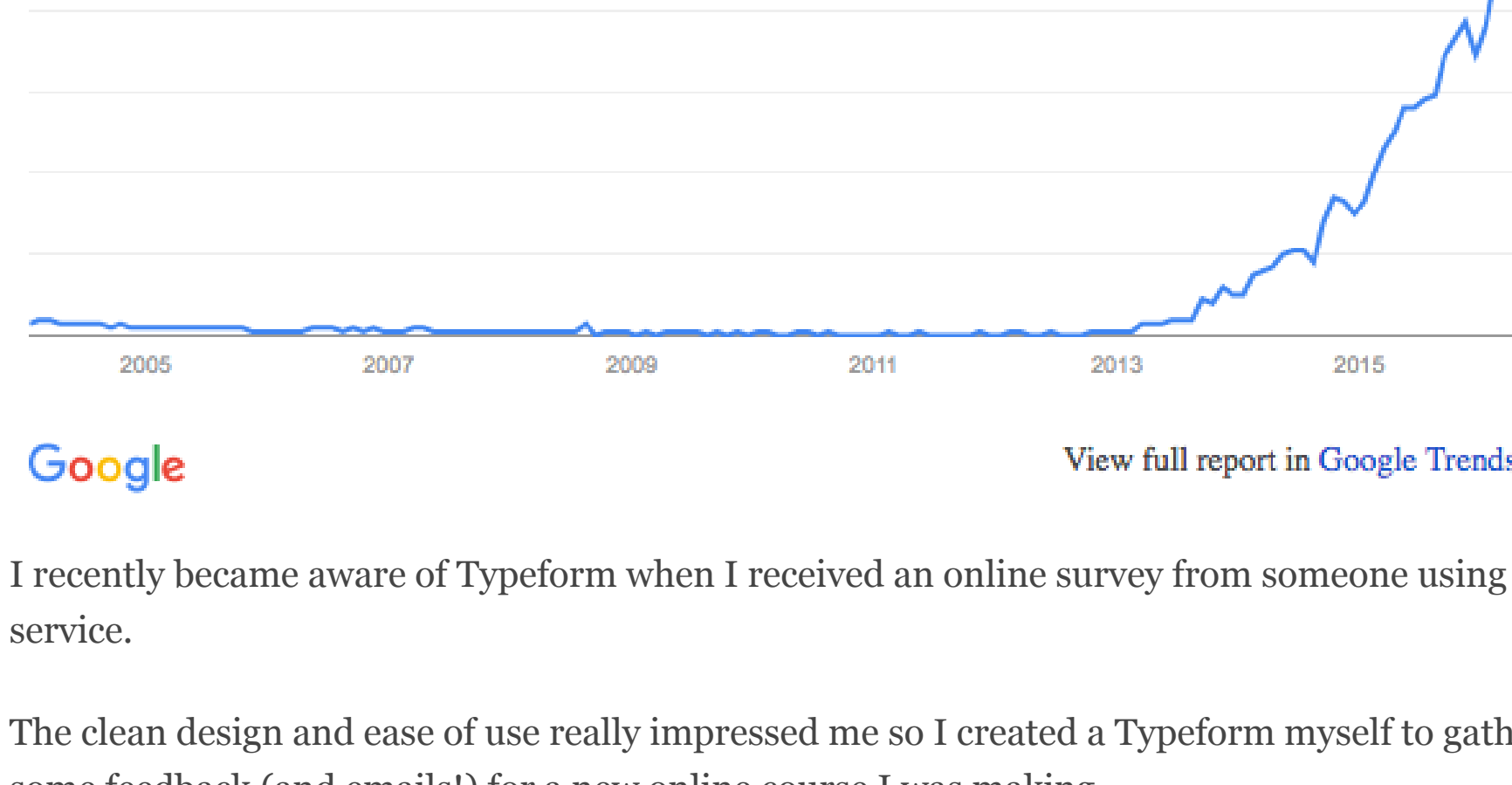


Gather Priceless Feedback and Emails in just 4 Steps using a Typeform Online Survey .

Market research is an important step to validate the assumptions you've made about your buyer persona, their needs and how you can add value to the marketplace.

WHY TYPEFORM?

Typeform is a free online form builder that has exploded in popularity in the last year.



I recently became aware of Typeform when I received an online survey from someone using the service.

The clean design and ease of use really impressed me so I created a Typeform myself to gather some feedback (and emails!) for a new online course I was making.

The results blew me away. I've detailed everything in this guide so you can get the most out Typeform (before your competitors do!)

Results

Before we get into the "how to" guide, here's an overview of my results so you see the potential benefits for you:

- Validated interest in my course (No responses would've been a red flag!).
- Gathered feedback from 87 people about what I could include to make it a 5 star course for them.
- Had a 56% survey completion rate (completion rates for standard forms is around 14%)
- Developed a much clearer buyer persona for my ideal customer. I can match this to data from Google Analytics and other sources later on.
- Built an email list of 63 potential buyers in 48 hours without a website, landing page or lead magnet (submitting email was optional).
- Time to set up & analyze results: 1 hour
- Cost to complete: \$0
- Value: Priceless 🙌

Example Typeform Survey

Below is the survey that I sent out my prospective students – **try answer a question!**

I've added it here using the [Typeform WordPress Plugin](#). Originally, I posted the url as a [stand alone page](#) in online forums and communities where my target audience hang out.

➔ Which best describes your current position? *

☐ A Manager

☐ B Employee

☐ C Small business owner / entrepreneur

☐ D Contractor / solopreneur

☐ E Student

☐ F Retired

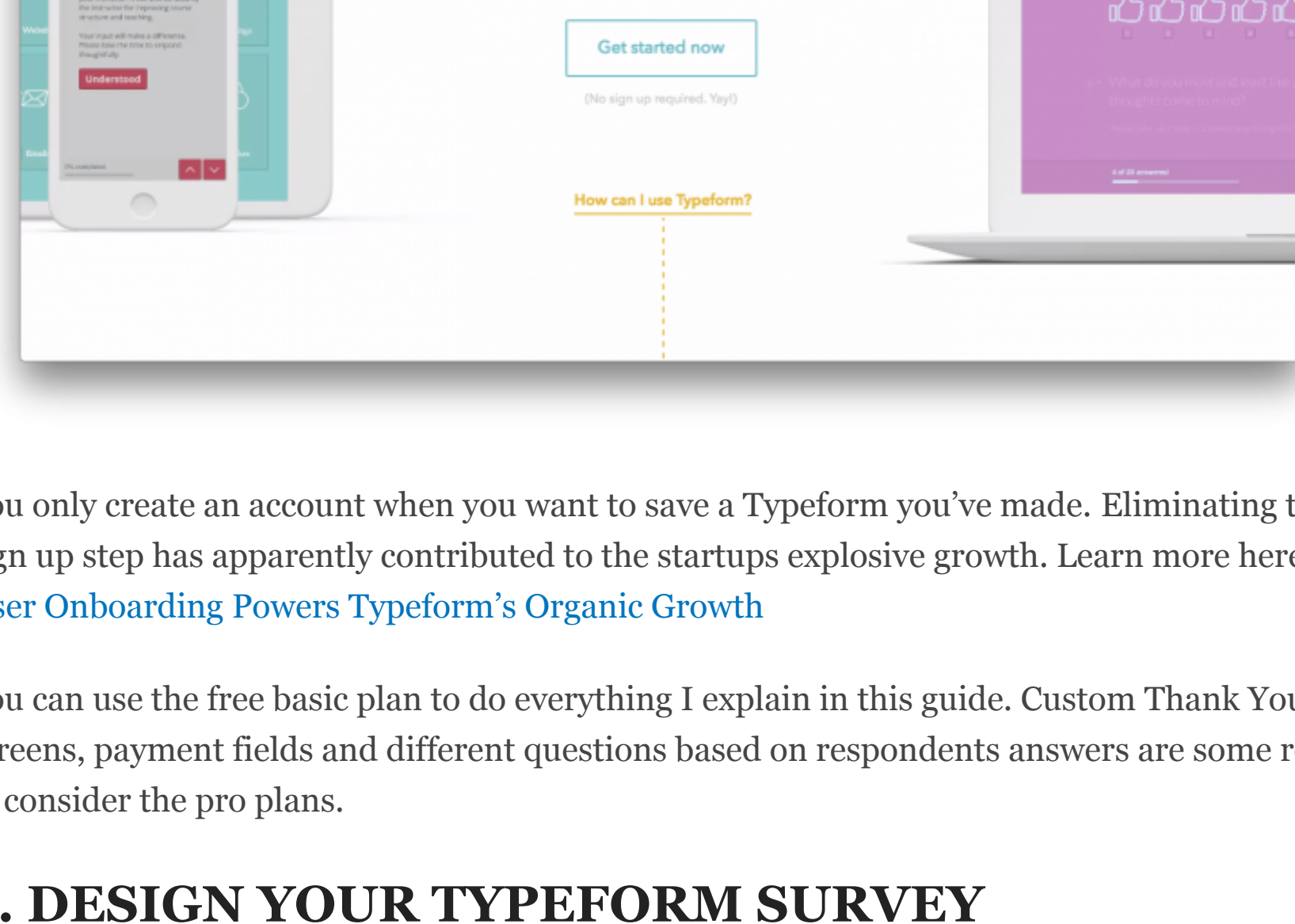
0 of 5 answered

Powered by Typeform

As you can see, a Typeform survey only shows one question at a time. I think this really helps to make the survey less intimidating and ensure better completion rates.

1. SET UP A FREE TYPEFORM ACCOUNT

One cool thing about Typeform is that you can start creating an online form straight away from the homepage.



You only create an account when you want to save a Typeform you've made. Eliminating this sign up step has apparently contributed to the startups explosive growth. Learn more here: [How User Onboarding Powers Typeform's Organic Growth](#)

You can use the free basic plan to do everything I explain in this guide. Custom Thank You screens, payment fields and different questions based on respondents answers are some reasons to consider the pro plans.

2. DESIGN YOUR TYPEFORM SURVEY

Designing a Typeform survey is also remarkably easy. You can "use a template" or "start form scratch".

I chose to keep it simple and start from scratch. However, I did model most of my questions around a survey I had received to speed up the process. If you want save some time, feel free to [copy my questions](#) or check out these [examples](#).

To build your Typeform, simply choose one of the question types available on the left and drag it to the right.

source: imgur.com

Building an Email List With Typeform

As well as getting fantastic feedback, I was able to build an email list of 63 potential buyers using my online form. All I did was add the following question to end of the survey:

➔ Bonus!

Add your email below if you'd like early access to the course.
Expect exclusive previews to hit your inbox!

Answer goes here...

Note, I chose to make this question "not required". This way, people would submit their feedback even if they weren't comfortable sharing their email. 74% of respondents entered their email – so I guess it wasn't a big concern!

Integrate With Your Favourite Tools

You can use [Zapier](#) to send entries from your Typeform to 500+ web apps including Mailchimp, Salesforce, Slack, Trello, Zendesk, and more.

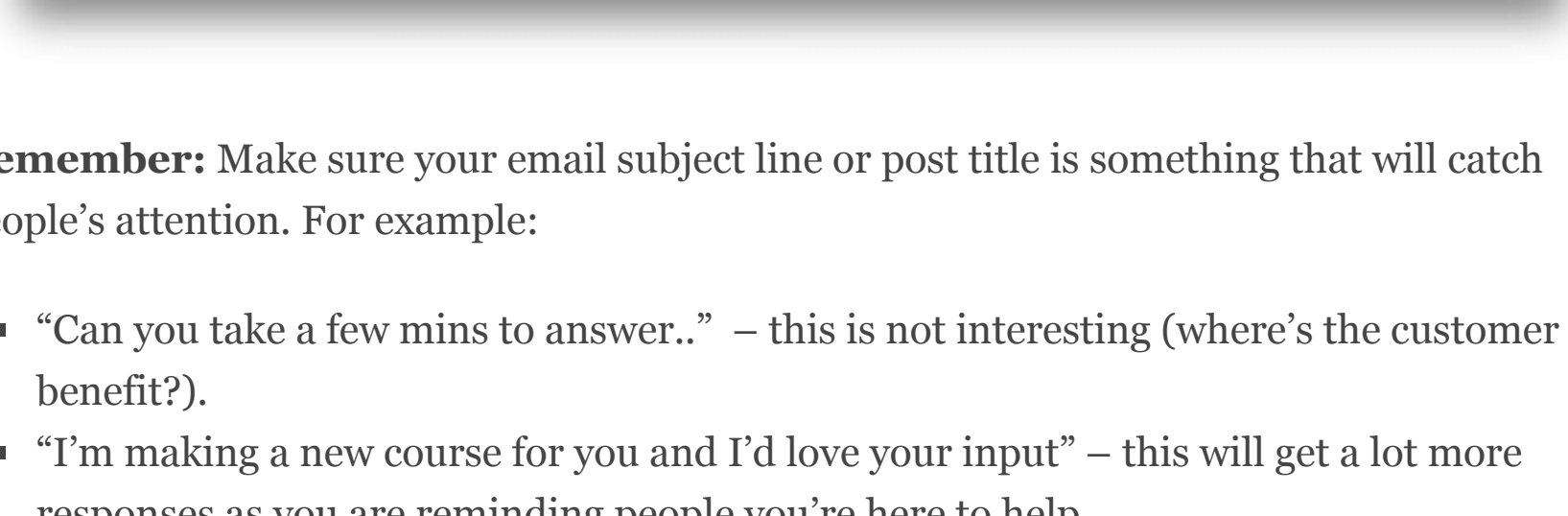
As I expected to collect only a few emails, I just imported my email list into Mailchimp manually after the survey was done.

However, it's good to note that these integrations are available with the free basic plan so take advantage of this functionality if it makes sense.

3. DISTRIBUTE YOUR TYPEFORM SURVEY

The easiest way to distribute your online form is to copy the url and share it with your audience.

You can share by email, on Twitter, in Facebook groups, subreddits or really anywhere your target audience is.

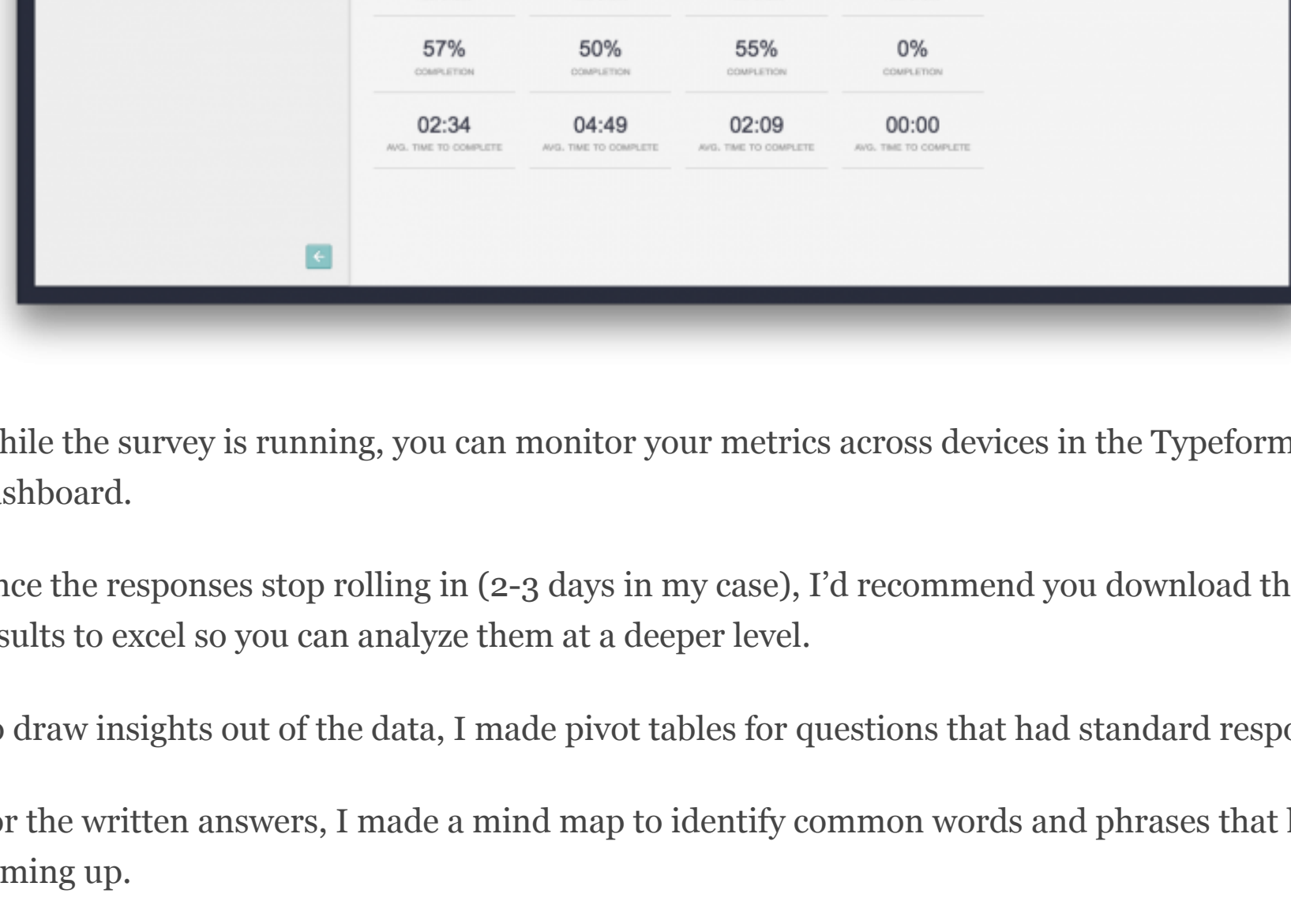


Remember: Make sure your email subject line or post title is something that will catch people's attention. For example:

- "Can you take a few mins to answer..." – this is not interesting (where's the customer benefit?).
- "I'm making a new course for you and I'd love your input" – this will get a lot more responses as you are reminding people you're here to help.

4. ANALYZE YOUR TYPEFORM SURVEY

Setting up your online form is fun but the real value comes from analyzing the responses.



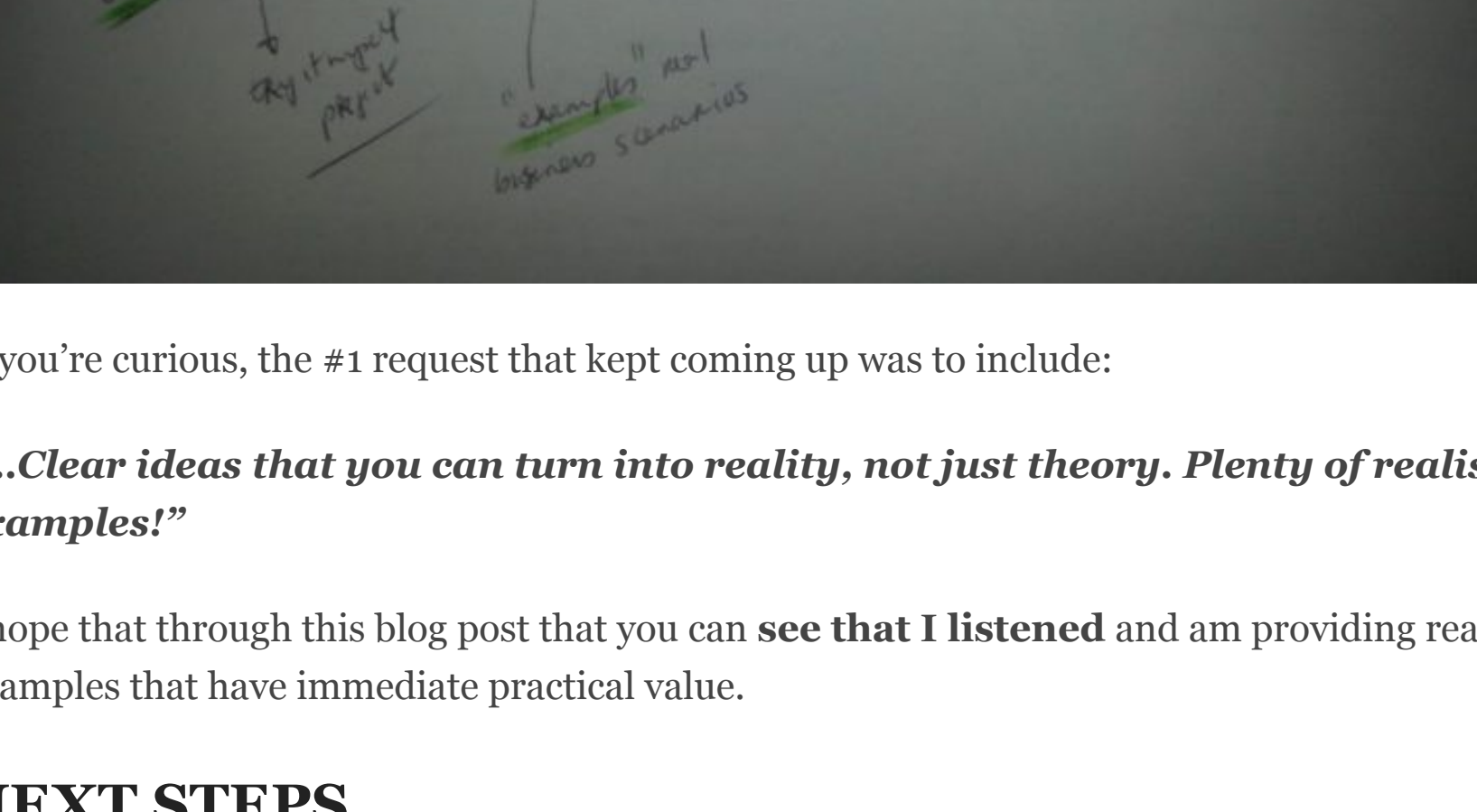
While the survey is running, you can monitor your metrics across devices in the Typeform dashboard.

Once the responses stop rolling in (2-3 days in my case), I'd recommend you download the results to excel so you can analyze them at a deeper level.

To draw insights out of the data, I made pivot tables for questions that had standard responses.

For the written answers, I made a mind map to identify common words and phrases that kept coming up.

Getting the pen and paper was probably the most beneficial thing I did. Rewriting responses really helped get inside my potential buyers head – I'd highly recommend you do this!



If you're curious, the #1 request that kept coming up was to include:

"...Clear ideas that you can turn into reality, not just theory. Plenty of realistic examples!"

I hope that through this blog post that you can see that I listened and am providing real examples that have immediate practical value.

NEXT STEPS...

Validate your business idea by following the steps outlined above. Ask questions & get feedback on your work inside the [course](#).

Related Posts

Buyer persona

Create a Buyer Persona & Identify Your Unique Selling Proposition

9 Comments

Sean O'Hara
Just finished my survey through another form site only because I was given their premium membership for free. Put it on a dedicated page! Check it out!

<https://www.quinoxinc.com/quinoxinc-newprograms>

Daragh Walsh
Great work Sean! I'm offering. For someone like me "how interested are you in new coverage programs?" isn't so clear.

Sean O'Hara
Hmmm good point. I was worried about making it too wordy as you said in your video. I'll do some work on it but I have it out already.

Steventkd
Hi Daragh,
I am really enjoying the course. I have a question for you. Have you tested or do you know if there is a way to have a pop up show up for people that bounce from a page under a certain amount of time say under 30 seconds? The pop up asks or surveys them about what they were looking for and didn't find on the page. Any suggestions or guidance? Thanks.

Daragh Walsh
Yes, this can be done Steventkd. I haven't done it personally but <https://qualaroo.com/> springs to mind!

Trà n Thanh
Hi n Thanh
How to get people to fulfill your market survey ?

Daragh Walsh
See the "distribute your survey" section above Tran.

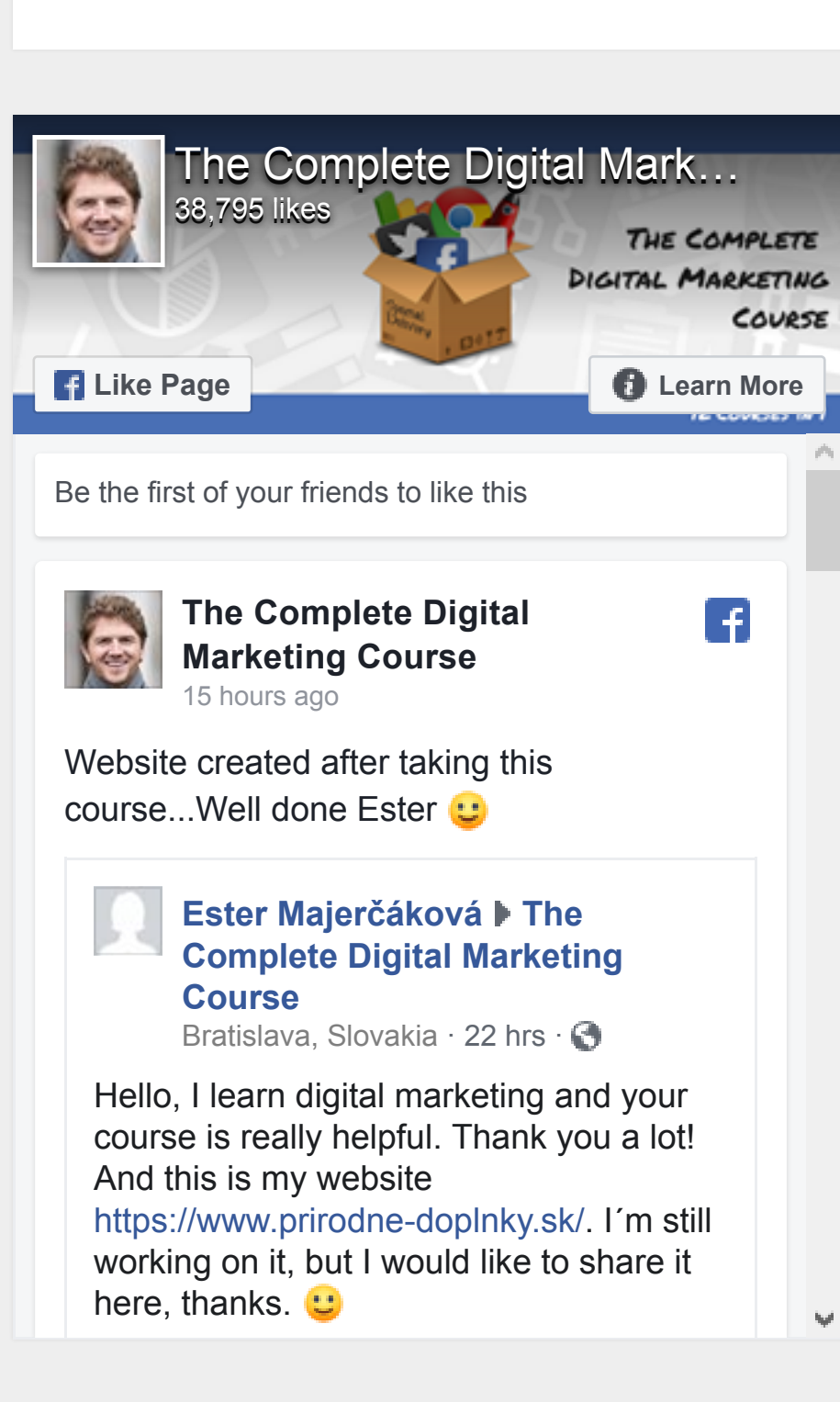
Johnny Friel
Hi Daragh, I have posted my Buyer Persona on the FB page and I have now completed the Questionnaire would appreciate your feedback? Have posted in FB, Twitter, Google+ so far but always willing to tweak and improve and post in other areas. cheers

<https://johnny188.typeform.com/to/aZ5AAj>

Daragh Walsh
Keep up the great work Johnny!

FREE DOMAIN + 60% OFF HOSTING

WordPress: Create a website in 1hr Without ...
47 Comments



GET 12 COURSES IN 1

20hr Digital Marketing Course. Go from beginner to professional.

Enter your email here

GET COUPON FOR 88% OFF

CATEGORIES

- Conversion Optimisation
- Customer Acquisition Channels
- Data & Analytics
- Market Research
- Resources
- Wordpress Development

The Best Web Hosting

only \$2.95 /mo

Get Started

bluehost