

The background is a solid teal color with a repeating pattern of white hexagons. Each hexagon contains a different white icon. The icons include: a ruler, a key, a calendar, a pencil, a smartphone, an envelope, a magnifying glass, a watch, a lightbulb, a clipboard, two people silhouettes, a pie chart, a computer monitor, a mouse, a wrench and screwdriver, a bar chart, a speech bubble, and a lightbulb. The text 'Poll or Survey Selection Guide' is centered in the lower half of the image, with a white horizontal line underneath it.

## Poll or Survey Selection Guide

# POLL OR SURVEY SELECTION GUIDE

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If you have ever wondered what are your customers thinking, polls and surveys can help you find the answer. But there are so many tools out there, so how do you decide whether you should use a simple social media quiz or a comprehensive online survey tools?

Take a simple quiz on the next page to find out.

Read each question. If your answer to the question is yes, place an "X" in each of the shaded boxes in the row. When you have answered all of the questions, count the number of X's you have in each column.

# TAKE THE QUIZ

## How many questions?

|               |  |  |  |  |  |  |  |
|---------------|--|--|--|--|--|--|--|
| One or two    |  |  |  |  |  |  |  |
| Three or More |  |  |  |  |  |  |  |

## What is your goal? (Select all that apply)

|  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|
| Just have fun                                      |  |  |  |  |  |  |  |
| Increase social media interaction                  |  |  |  |  |  |  |  |
| Track who participates and who ignores the study   |  |  |  |  |  |  |  |
| Measure response of existing customers & prospects |  |  |  |  |  |  |  |
| Reach beyond your audience                         |  |  |  |  |  |  |  |
| Conduct in-depth analysis and projections          |  |  |  |  |  |  |  |
| Rapid feedback on idea                             |  |  |  |  |  |  |  |

## What kind of information do you want? (choose one)

|  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|
| Qualitative ( comments, open ended questions)      |  |  |  |  |  |  |  |
| Quantitative (yes/no or multiple choice questions) |  |  |  |  |  |  |  |
| Rank order comparison                              |  |  |  |  |  |  |  |

## Where is your audience most responsive?

|              |  |  |  |  |  |  |  |
|--------------|--|--|--|--|--|--|--|
| Social Media |  |  |  |  |  |  |  |
| Email        |  |  |  |  |  |  |  |
| Website      |  |  |  |  |  |  |  |

## How many responses do you want?

|             |  |  |  |  |  |  |  |
|-------------|--|--|--|--|--|--|--|
| 500 or less |  |  |  |  |  |  |  |
| 500 or more |  |  |  |  |  |  |  |

## Do you want people to react to images?

|                              |  |  |  |  |  |  |  |
|------------------------------|--|--|--|--|--|--|--|
| Yes                          |  |  |  |  |  |  |  |
| Count the "x" in each column |  |  |  |  |  |  |  |

|   |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|
| A |  |  |  |  |  |  |  |
| B |  |  |  |  |  |  |  |
| C |  |  |  |  |  |  |  |
| D |  |  |  |  |  |  |  |

## SELECT YOUR TOOL

Each column matches up with one type of poll or quiz. While there is no one perfect fit, the higher scores indicates the best choices.

A – Social Media Poll

B – Email Poll

C – Form Tool

D – Survey Tool

## DESCRIPTION OF POLL AND SURVEY PLATFORMS:

### Social Media Poll:

Facebook, Twitter, and Instagram each have polling features you can easily integrate with your post.

- Twitter offers polls directly in the “New Tweet” box.
- If you simply search “Facebook Poll” in the Facebook Search Bar, you’ll find different integration options.
- Instagram allows polls on Stories, and you’ll have to add a poll “sticker.”
- Unfortunately, LinkedIn does not offer polling options at this time.

There are also poll and quiz plugins like TryInteract.com which allow you to integrate images and lead capture into your polling.

The advantage of a social media poll is the ability to place the poll where people are hanging out already. You can simply poll your community or boost the post to reach a wider audience.

## Email Poll or Survey:

Most popular email marketing tools now include polling and survey options. The two most common, Constant Contact and MailChimp allow you to distribute polls to people who already subscribe to your newsletter or via a link to a wider community. New participants can be offered a chance to join your email list.

- Constant Contact has a drag and drop polling process while Mail Chimp requires you to create HTML code and then imbed it into an email – Typically polls are limited to one or two questions.
- Constant Contact also has a full blow survey tool which integrates with email but can also be used as a standalone survey product. See notes in survey tool section below.

## Form Tool:

If your objective is to collect contact information and simple responses, without a lot of additional analysis, form tools provide an easy way to conduct simple surveys. Examples include: Formstack, Ninja Forms, Formlets, WuFoo, and Google Forms.

Simple question types such as multiple choice, rank ordering, and open ended questions can all be used. Answers can be downloaded into a simple CSV or excel document for analysis.

These tools allow you to customize and brand the designs and often embed the questionnaire right into your website. Many of these tools require a subscription.

## Survey Tool:

When you want to be able to dive deeply into the data, compare sub segments to the entire community, or run complex cross tabs then you will need a more robust survey tool.

Examples include SurveyMonkey, Constant Contact survey tool and SurveyPal. These tools include prebuilt questions and simple reporting tools you can use as is, or customize for your purpose. This can save time as you build new, longer studies.