

BAUERHAUS DESIGN, INC. PRESENTS:



#SellMoreWine



# **Module 3C: The Secrets of Writing an Effective Survey**



# Survey Recap

- Best way to know customers is to talk to them
- Learn about your target market, customer feedback, concept testing, and much more
- Types: Phone, email, letter, on-site, online



# Ask Your Customers

- Uncertain which new wine or menu item is most likely to be well received?
- Torn between two theme ideas or logo designs?
- Wondering which event would be more popular?
- Want to know more about what motivates people to visit a winery? Your winery in particular?



# Online Survey Process

1. Write an effective online survey
2. Build it in an online survey provider such as **SurveyMonkey.com**
3. Email the survey link to your customers via an online email marketing provider such as **MailChimp.com**; post the link on social media
4. SurveyMonkey.com collects data; draw conclusions



# BONUS: Survey Template

- Download our winery customer survey template and customize as you see fit to meet your various survey objectives



# Survey Writing DOs

- Have a specific goal in mind
- Use a pleasing design that is easy to read
- Include instructions for answering all questions in the survey



# Survey Writing DOs

- Keep it simple with clear and concise questions
- Start with general questions and move towards more specific questions
- Use different types of questions including scales, rankings, open-ended and closed-ended questions





# Survey Writing DOs

- Minimize the number of questions to ensure that the survey is manageable & doesn't take too long
- Offer an incentive for their time
- Pre-test the survey; get feedback on the style, simplicity, clarity, and the perception of its purpose before you launch it



# Survey Writing DON'Ts

- Assume respondents know what you know
- Use a lot of open-ended questions which are more time consuming to answer
- Use complicated language or industry jargon
- Give respondents a way to avoid answering questions such as “I don’t know”



# **BONUS: Six Mistakes to Avoid When Creating Surveys**

- Download this helpful marketing research tool and avoid these six common mistakes that occur when writing surveys



# Build Survey

- Once you've written your survey, build it in an online survey provider such as **SurveyMonkey.com**
- Free basic plan includes 10 questions and 100 responses per survey
- Easy-to-use design templates



# Launch Survey

- Once your customer survey is live, email it to your list, post the link on Facebook, tweet the link on Twitter, mention the survey in your blog and email newsletter, add the link to your website, etc.



MailChimp





**How many people should  
I expect to take my survey?**



# Survey Response Rates

Vary widely depending on:

- the quality of your survey
- how long it takes to complete
- how much effort it takes
- if there's an incentive to invest time in taking it
- how engaged the audience is with your brand



# Survey Response Rates

Keeping that in mind...

- Customer response rates of 5% - 40% are pretty common
- Non-customer response rates are typically in the 1% - 20% range





# How to Increase Survey Response Rates

- Provide an incentive, e.g. gift certificate for everyone who completes it, or prize drawing from all entries
- Survey should take 5 min or less to complete



# How to Increase Survey Response Rates

- Reduce roadblocks such as required responses
- Include a progress bar to minimize abandonment



# How to Increase Survey Response Rates

- Remind them once or twice to take the survey
- Make it clear their responses matter and will be used to improve their experience



# Market Research TIP # 4:

The goal of a survey is not to get the most responses, but to collect quality data that can help you make decisions.



# Get Results

- Survey responses will be collected in SurveyMonkey in an easy-to-understand format
- The answers to your marketing question may be right in front of you, or you may have to draw conclusions



# Apply What You've Learned

- Goal of the survey was to solve a problem
- Take the knowledge you've gained and put it to work for you
- Potential research pitfall: don't disregard survey results because they aren't what you think they should be



# In Summary

- Online surveys are a fast, low-cost way to get info about who your customers are, what they want, how they want you to contact them, and how often
- Well-written surveys are incredibly effective
- Online tools such as SurveyMonkey.com and MailChimp.com make it easy to build and send out your surveys



## Coming Up Next...

- How to Avoid Spinning Your Wheels and Wasting Money (aka “Planning”)





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