



Checklist 17 - Setting Up Surverys For Your Email List

Project Name: _____

Date: _____

Yes No

One way of boosting engagement with your clients is by setting up surveys that create an opportunity for you to better understand your subscribers in terms of their needs and preferences, their online behavior, as well as their perception and comments regarding your products and services. Surveying your list puts you in a better position to adopt strategies and approaches that are bound to boost engagement rates thus enhancing the performance and success of your email marketing campaigns. The effectiveness of a survey is influenced by myriad factors including the type of industry and the nature of your products and services and as such, there is no one-style fits all in terms of the nature of survey you undertake. However, there are several standard approaches and strategies that work across industries. This checklist therefore seeks to evaluate the most viable approaches when surveying your list to boost email deliverability.

- 1 Set clear goals and strategies for your survey.

- 2 Ensure your survey has a clear title.

- 3 Ensure the survey is an extension of your products and services.

Notes

Checklist 17 - Setting Up Surverys For Your Email List

- 4 Avoid sending too many surveys.
- 5 Include your brand's design and color palette in the survey.
- 6 Conduct extensive research to determine the nature of questions to ask your list.
- 7 Include incentives in the survey to boost participation.
- 8 Stick to open questions that will help you understand your list better.
- 9 Use different surveys for your different list segments.
- 10 Ensure your survey has a title that clarifies your intentions for carrying out the survey.
- 11 Ask questions that are relevant to your target audience and your brand.

Notes

Checklist 17 - Setting Up Surverys For Your Email List

- 12 Request feedback from your subscribers during or after the survey.
- 13 Keep the title of the survey short and captivating to boost participation.
- 14 Consider personalizing the survey.
- 15 Analyze data from your survey to further create segments based on the survey results.
- 16 Check that your surveys are optimized for mobile users.
- 17 Send 'Thank you' emails to your subscribers for participating in the survey.
- 18 Avoid including too many questions in the survey.

Notes

Checklist 17 - Setting Up Surverys For Your Email List

- 19 Develop an engaging and interesting survey.
- 20 Optimize simplicity and ease of navigation and avoid use of complex words.
- 21 Test the mapping and functionality of your surveys.
- 22 Ensure your survey is professional.

Notes:

- Use tools such as Survey Piping when personalizing your survey questions.
- Tools such as Google Forms and Survey Monkey come in handy in terms of guiding you on the most viable survey questions to ask.
- Consider using tools such as Salesforce for deeper analysis of survey data.

Notes