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## Ten Reasons Why Online Surveys are the Future Of Marketing

By Martin Day

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Customers are tough cookies. They're extremely media aware and increasingly cynical - it's a clever marketer who can get under their skin. Online surveys reinvent the traditional format and offer a unique way of interaction - all the benefits of the internet without the programming.

Here are ten reasons why they may be the silver bullet marketers' need, complete with examples supplied by Martin Day, managing director of Survey Galaxy – one of a new breed of websites making online surveys quicker and cheaper.

### 1. It's cheap as buttons

Select the right survey website and creating surveys can be free of any charge and the cost to publish is minimal. Useful information harvested from surveys can be reused and repackaged in other marketing and PR for use in press outlets making it a very efficient form of information gathering.

### 2. It's easy peasy

Anyone can develop an online survey. Survey sites allow people who are interested in the benefits of surveys, rather than technicalities, to side-step the required programming skills and create relevant up-to-the-minute surveys, instantly - surveys that are even easier to complete than they are to make.

### 3. Anyone can play

Once the survey is online it's a simple step to promote it, either through email (with a link enclosed), via a link from a website or referenced by other forms of advertising. Anyone who has the link can be connected instantly to the survey, at a time that's convenient to them, 24x7.

### 4. We've all got an opinion - and we like to give it

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Customers like surveys - they're not seen as spam, but as an empowering opportunity to make their voice heard and a chance to have an impact on a brand. They can be particularly good for broaching sensitive subjects with concerned employees; a survey asking a workforce on their opinion of change allows the key issues to be raised in a positive way and encourages employee participation. Online surveys allow the message to reach each individual and invite feedback in a manageable form.

### 5. Get inside their heads

You can lead a customer to an advertisement but you can't make them think. Surveys actively engage the respondents, who think about the question before giving their response.

### 6. Beautiful relationships start here

It needn't all end at the end of the survey - while you have their attention and are in the mood you can ask if they want to sign up for more information or a regular newsletter - making the most of the window when you have their interest.

### 7. If you like this, you'll love...

Perhaps one of the strongest elements in a survey is the ability to make inspired or useful connections instantly to other areas. By including links within the survey to websites that offer detailed information you are able to reinforce the marketing message.

### 8. Subtly does it

Surveys can be used to associate a product with positive attributes. By listing the many features of a product and asking the respondent how important they are, regardless of their response, the product will be associated with the features; if they are rated as important the positive impact is endorsed by the customer.

### 9. It's not just about selling

A survey is an effective, quick and easy method to promote and gain acceptance for a difficult proposal; maybe a public body trying to gain acceptance and support for a particular scheme. Take the example of a city trying to gain support from the general public for their bid to host a future Olympic Games. A survey can explain each benefit putting the respondent in a much better position to appreciate what the real advantages are that might just combat any negative headlines. As well as promoting the cause, useful feedback is gained that can be used to fine tune the overall marketing strategy.

### 10. Fresh topics engage interest

Thinking laterally a lively and imaginative approach to surveys can provide the 'hook' to engage respondents. The survey subject can be focused towards a particular group on a subject close to their hearts. The survey's marketing message can take the form of a simple brand awareness message by

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stating that 'this survey was sponsored by brand name', or by finding a link from the subject matter to the product - something that is surprisingly easy and highly effective. Discover the benefits of including in your website a Public Survey section as many people who enjoy completing crosswords and doing word puzzles enjoy completing surveys. Having a public survey notice board as part of a website is a low cost and automated method that helps to increase traffic and establish a loyal and returning following. Unlike discussion boards there is no opportunity for people to disrupt the site by inappropriate remarks as the survey results are displayed in summary form enabling them to dispense with moderators free and maintenance.

Many of the techniques and a few more to boot are contained in the following sample survey:–

For an example of a Public Survey area please click on the following link:–

Martin Day is owner of Survey Galaxy Ltd. For more information visit

### **Paid Surveys – Do They Really Work?**

**By Joey Merrick**

Being paid to take online surveys has become a very sought after internet business. Simply pay a small fee to a paid survey site and they will send you a list of companies that will send the surveys to you.

All you need to do is sign up with these companies and the surveys will show up in your e–mail box and you will get compensated for your time. Depending on the company you can be paid in cash, entered into large cash drawings, or be compensated with discounts and merchandise.

The cash surveys can range from a couple of dollars for a really short survey to \$15–25 for longer surveys that can take around 30 minutes to complete. Not bad wages... One problem that many people have is that they will sign up for some free survey list and then gripe that they get lousy surveys.

We have tried both and when we signed up with reputable survey companies we saw much better paying surveys as opposed to the sweepstakes, prizes, and \$2 surveys we saw when we were being cheapskates.

Whenever you get surveys in your e–mail box they will tell you what kind of survey it is, what the compensation will be, and how long it will take to complete. So you will always be able to see if a particular survey is worth your time and effort.

Paid Surveys are a great way to earn some extra money in your spare time. The surveys show up in your inbox and you decide when and if you are going to fill them out. The key is to sign up with a reputable company that will give you the better paying surveys.

\* This article may be distributed with the authors resource box intact.

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Joey Merrick is the webmaster of

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comprehensive reviews on several of todays hottest income opportunities and money making ebooks.

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