

Marketing Intelligence 3 – e-Surveys

e-Surveys

Let's consider that you already have an ongoing mechanism for communication, perhaps the eNewsletter. We know that this will give you a degree of intelligence, by learning what people read and how often they refer to them.

Drilling down even further into people's requirements is a realistic next step. Telephone based survey's tend to irritate people, they don't allow for the fact we all have jobs to do or indeed that now might not be a "good time". Equally, hard copy surveys are reliant on people stepping outside their normal working pattern (which let's face it is more and more keyboard and internet based) and filling in the answers, then packaging it up and putting it in the "out tray". That's only half the job, next you have to collect all of the hard copy surveys that come back in (1%-3%?) over the next few weeks, because that's the rate they're likely to come in at, and then work through each individual response, deciphering each illegible answer and inputting them back into a database or spreadsheet in order to analyse them!

What a costly, wasteful and time consuming approach!

Wouldn't it be easier if the questions were presented via a medium people were *already using* as part of their day to day communications, in a manner that meant they could choose *when* they answered and if the answers they gave you were *already in a database or spreadsheet ready for you to analyse?*

Embedding an e-Survey in an eNewsletter makes it easy and convenient for everyone. The statistics of the eMarketing element and the results of the survey itself are readily and instantly available to you, and the format means people can dip in and out of your newsletter and answer the survey as they're doing so.

Again, linking these to your contact database is easy and means that with little or no effort you can quickly assess which companies or people or job roles, "believe this", "feel that", "need the other"!

What does that mean?

Quite simply the eNewsletter tells us perhaps who's interested in which product or service or who has which issue or requirement. The e-Survey provides even greater granularity by drilling down even further.

We now know for example, that Accountants, based in the North of England who prefer service A have a concern over Service Level Agreements and IT Companies in London who prefer service B are having troubles finding a service they can pay for monthly.

This kind of market intelligence is GOLD DUST and you must capitalise on it immediately.

Imagine how hard it was for marketers before eMarketing! It would take eons and thousands and thousands of pounds to gain this kind of intelligence. Now it's at your finger tips often within hours of sending it out.

There really is no excuse nowadays for you not to know a good deal about your audience.

Polls

Polls are great and if you want my prediction, will be all the rage this year. An e-Survey allows you to ask a number of questions and gain a good deal of data and intelligence. A poll or e-Poll allows you to take a "snap-shot" of a mood or opinion.

They only need be one question long and have no more than one or two possible answers. Make the questions provocative enough and the process easy enough and people will tell you what they think all day long!

Remember, people love being asked for their opinion.

Again, embed this in your eNewsletter and suggest that people can see the overall result on your website and you've got them *interacting, engaging with you and your site and hopefully returning regularly* to see how their opinion fits with everyone else's.

And again, used intelligently and in conjunction with your database (which by now is building significantly with intelligence) you will gain some staggering returns.

Taking the same example as earlier, and our North East based Accountants, who favour service A and are concerned about Service Level agreements; The opinion poll provides the final golden nugget by telling us that 73% of them would prefer a 9am-5pm support contract 24x7.

How would *you* use this intelligence to shape *your* product offering and your next marketing campaign?

The funnel

Those familiar with the sales process will understand the simple funnel concept. In essence this is no different, with each contact and each tool we are refining our understanding of our customers and prospects. The more we know about them the more accurately we can market to them. The more accurately we can target them, the less money we spend on wasted messages and the more profitable each sale becomes.

Timing is everything

Let's assume we now know a great deal about our customer and prospect data base.

How would you use that information?

In the motor industry you might gather enough information to know when to offer the next "service". Or if your customer normally buys a new car every three years, when to promote your "special offers". If you run a chain of restaurants you may collect anniversaries, special dates or birthdays. People usually want to go to somewhere they know, like and trust for a special occasion. Software companies, for licence renewals, marketing departments for budget planning, accountants for year end, you get the picture.

The whole approach is about reducing the risk and increasing your conversion rate.

Is it really that easy?

Yes.

If you'd like us to show you or just chat it through, take a look at our offer.

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