

# ***The Power of Feedback: Using Surveys to Engage Your Audience***

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You've probably heard it said before -- that "feedback is a gift." This especially holds true for your Chamber marketing efforts—not only do you gain valuable insights, but you get the added benefit of engaging your audience. Requesting feedback using surveys or polls shows that you value your members' opinions and are interested in hearing what they have to say. It can spark that invaluable two-way dialogue and lead to insights that allow you to tailor your future marketing efforts for optimal results.

Collecting feedback through surveys is one of the easier and most effective ways to ensure that you are in tune with your members and supporters. Surveys can also help you make your marketing more relevant: when your members get the chance to share their perspectives, you get the kind of insightful feedback you need to create engaging offers, content, and more. Engaged and interested members are more likely to stick around longer and spread the word about you.

Here are some effective ways you can use surveys with your audience:

## **Take a quick pulse with a poll**

Is there one specific question you'd like to ask your members? It takes about a minute for you to create one, and another minute for someone to take it. Bam. Your supporters and members are more engaged already.

## **Learn what events they're looking for**

Planning an event or new initiative is a big deal, especially when you're a Chamber that relies on events to help raise the funds you need to do your work. Before you invest time and money into planning an event or new initiative you *hope* your supporters will like, create a poll asking what kind of event they'd like to attend, and give them some options.

## **Get blog topic ideas**

Create a poll asking which blog topics your members are most interested in. Be sure to put it in an email, on your Facebook Page, or link to it on your Twitter account. After all, you're trying to create the content your audience wants to read—they know best what that is!

## **Let your list segment itself**

Segmenting your list helps you reach the right audience with the right message. The right message is the one that fits that particular audience's needs, and who better knows their needs than the audience itself? Add a poll to your email newsletter asking your list to segment themselves, whether by product, industry, program, etc, so you can better target your communications.

## **Leverage for social media content**

You know you're supposed to regularly update your Twitter account and Facebook Page, but once in a while everyone gets "social media block." A short survey or poll makes fast, easy content. Use your poll to find out what kind of information your members want to see on your social pages in the future!

### **Get website feedback**

Your Chamber's website is one of the first places your members or supporters are going to go to learn more about you, and if you're selling memberships, sponsorships or advocating for legislation through your site, it's an even bigger deal. Add a link to a short survey and find out if your visitors like your site's layout, can find the information they're looking for, or if they like a recent improvement.

### **Capture sales leads**

A survey can help qualify possible sales leads. Use a short survey to find out which programs your customers are interested in, or whether they're looking for something you don't offer (yet).

### **Evaluate member satisfaction**

If you're selling or accepting donations on your site, you probably send a follow-up email to confirm, right? Add a link to a survey or poll in that email and find out if your members are satisfied with the purchase process, and what you can do to make it better.

### **Get competitive**

You can use surveys to host contests on your website or Facebook Page. Come up with a cool idea—"Which of our small business members deserves the prestigious 'Member of the Month' title?"—and let your membership have their say.

### **Keep it fun!**

Not every poll (or survey) needs to be created with the intent of answering a Very Serious Question. After all, you don't want your audience to feel like they're the recipients of constant one-sided communication with you—you're trying to create a dialogue. A poll with a more casual question—"What do you think of the new Avengers movie?" grabs their attention and adds a little fun to the conversation.

So get surveying! And receive the gift that keeps on giving—feedback.