

- Intro to Surveys

Exercise 9 of 16

- 1) Select Surveys from your back office
- 2) Select "Create"
- 3) Enter Survey Title – Surveys are web pages – this will name page
- 4) Under Options, you may select if user has to log in to complete survey and if they are able to return to the previous page.
- 5) Page Title: Click Add an Item
- 6) Title is the name of 1st page – You can create multiple pages for your survey
- 7) Question Name: Add an Item
- 8) Question Name is the question
- 9) Select your answer option
- 10) When you select multiple choice, you may enter answer options under Answers: Add an Item
- 11) Under Options you may select if an answer is mandatory
- 12) You can enter a custom error message
- 13) NOTE: To Save your survey, it can be up to 3 saves to save all of your work. Save Question, Save Page and Save Survey.
- 14) Select "Test Survey" to see how your survey looks and works.

Surveys are a great way to get feedback from your customers and make continuous improvement.

Surveys are a great way to pre-qualify potential clients before you make your follow-up calls.

Surveys can be an attractive Lead Magnet to collect email addresses.

Consider the specific data you want to gather.

You can invite others via email to take your survey with the "Share and invite by email" button.