



Planning a Successful Feedback Campaign

Tips for getting your survey in front of the right people, at the right time



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Getting a steady stream of customer or member feedback is an essential part of efficient growth for any small business or nonprofit.

Feedback provides a new level of confidence in making smart everyday decisions that will positively impact your business or organization.

The best way to collect feedback from your audience is to create a campaign that leverages your different communication channels, so that you can get in front of the right people, at the right time.

This guide will give you the help you need to create an effective feedback campaign.

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Interaction-based Feedback

Every time people interact with your business or organization is a great time to encourage an open dialogue and show you care about them by asking for their opinions.

They will be able to recall many details about the experience and you will get more specific feedback.

Here's a quick cheat sheet to decide when to ask, what to say, and which channels you can use to promote your survey campaign:

TIME	PLACES	QUESTIONS
After an event	Link in your "thank you for attending" announcement Survey URL on your materials at events	Specific to the topic, speaker, location, length, and other aspects of the event.
After someone joins your email list	Link in your welcome email to new subscribers	Specific to the sign-up process and find out what topics and frequency new contacts are interested in.
After an in-store purchase	URL on your purchase receipt Link in your post-purchase email	Specific to the in-store experience, such as store layout, customer service, and quality/quantity of products offered.
After an online purchase	Link in your order confirmation/thank you email URL on flyer in shipment	Specific to the website's layout, ease of navigation, amount/accuracy of information.
After service delivery	Link in your "thank you for using our service" email URL on your service receipt	Specific to the experience of scheduling the service and the quality of the service delivered.



Anytime Feedback

People are interacting with your business through more channels than ever before.

What if it's a great experience? What if it's a poor experience? Don't make them wait to share their experience until you decide to ask for their opinion with a planned campaign. That could be too late.

Have clear, easy ways for your customers or members to give you feedback whenever they want to provide it, so you stay in tune with what you're doing well and where you can improve.

Here are some sample points of interaction where you can ask for feedback:

PLACES	QUESTIONS
<i>Feedback link in every email newsletter</i>	<i>Specific to newsletter layout, frequency, and content, or general satisfaction feedback questions.</i>
<i>Feedback link on multiple pages of website</i>	<i>Specific to website, page of website, a product, a service, or general satisfaction feedback questions.</i>
<i>Feedback link in profile area of social media sites</i>	<i>Specific to content on social media site or general satisfaction feedback questions.</i>
<i>Feedback link in work email signature (i.e Outlook)</i>	<i>General satisfaction feedback questions.</i>
<i>Feedback link anywhere you communicate online</i>	<i>Provide feedback links to stay in sync with what is making your customers or members happy and unhappy.</i>



Planned Feedback

In planning and making smart decisions for your organization, there is no better audience to help you make the right choices than your customers or supporters.

This is where getting your campaign in front of the right people will be crucial to making sure you get the information you need to be successful.

Think about the audience you're trying to reach — who can provide you with substantial feedback. Now, think about the different channels you can use to reach your audience — like email, social media, mobile, or on the web.

Below, we've outline different times you can use planned feedback and tips to make your campaign a success.

WHEN YOU NEED TO:

- *Improve your newsletter*
- *Improve your website*
- *Find an event topic that will drive registrations*
- *Find a new product or service that will drive sales*
- *Improve customer satisfaction and retention*
- *Learn how to increase sales or donations*

ADDITIONAL TIPS:

- *Once a month is a good rule of thumb for asking customers or members for planned feedback.*
- *If it's a specific topic that only a portion of your list will be interested in, target your feedback request to that segment.*
- *Avoid busy times like holidays or major events. Also, avoid times when you're already sending your audience other communications.*
- *Create an engaging survey announcement.*
- *Send your survey during weekdays, especially if you're trying to survey other business owners.*
- *Don't only get planned feedback. If you only use surveys once in a while, you're missing out on opportunities to deliver excellent customer service, fix misunderstandings, or gain repeat business.*



Don't miss this opportunity.

If you're not asking for feedback on a consistent basis, you could be missing out on the chance to strengthen customer relationships, and find solutions to some of your biggest marketing and business problems.

Whether that problem is something simple — like coming up with content for your next newsletter, or trying to decide how to manage your time on social media. Or something a bit more complicated — like trying to decide how late to stay open during certain times of the year, or figuring out how to improve your customer service. Collecting feedback from your audience can help!

You're putting so much time and effort into running and marketing your business; don't miss the opportunity to improve your results.



Ready to get started?

Constant Contact has the tools you need to collect customer feedback. Visit [ConstantContact.com](https://www.constantcontact.com) to start your free 60-day trial or call 1-866-289-2101 to get started.

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