BigMarker

Using Webinar Surveys to Enrich CRM Profiles

Best Practices Guide

Best Practices Series

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Webinars have become an increasingly popular marketing tool for businesses looking to engage leads and prospects throughout the buyer journey. One of the primary purposes of webinars in the marketing mix is to collect data from attendees – data that can be used to assess and understand a prospect's interests, preferences, and needs.

Embedded into the webinar experience, surveys are an effective tool to collect this data, but they must be designed and executed properly to maximize both the amount and quality of the data captured. In this guide, we will discuss best practices for designing and implementing surveys during webinars, for the purpose of enriching CRM profiles with both qualitative and quantitative information that helps commercial teams better segment, target and message to specific buyers with specific needs.

Keep your surveys short and focused

Attendees are often hesitant to spend a lot of time answering survey questions, so it's important to keep the survey short and focused. Limit the number of fields to between one and five high-impact questions that are relevant to the webinar topic. You'll also want to avoid asking too many open-ended questions, which can be time-consuming and may not yield useful data.

By focusing on a few key details from the webinar, you can gather insights into what attendees found most valuable, what they struggled with, and what topics they would like to see covered in future webinars. This information can then be used to improve future webinars and tailor your marketing efforts to better meet the needs of your target audience.

A short and focused survey is also more likely to yield higher response rates. Attendees are more likely to complete a survey if they feel that it's manageable and not overly burdensome. By keeping the survey short and focused, you can increase the chances that attendees will complete it, which will give you a larger sample size to work with when analyzing the data.

Place your surveys at – or at least near – the end of your webinars

It may come as little surprise that sending a survey at the end of your webinar has several advantages over sharing it at the beginning. Here are some reasons why it's generally better to share your survey at the end of the webinar:

1. **Audience engagement:** Sending your survey at the beginning of the webinar may distract the audience and take away from the overall experience. The audience may be more focused on filling out the survey than paying attention to the content. On the other hand, placing the survey at the end allows the audience to fully engage with the webinar and then provide feedback once they have a complete understanding of the content.
2. **Better quality feedback:** When the audience completes the survey at the end of the webinar, they have had the opportunity to engage with the content and form an opinion about it. This allows them to provide more meaningful and detailed feedback that can be used to improve future webinars.
3. **Increased response rates:** The audience is more likely to complete the survey at the end of the webinar when they have already invested time and effort into the content. They are more likely to feel motivated to provide feedback because they have seen the value in the webinar and want to help improve future offerings.
4. **Follow-up communication:** Placing the survey at the end of your webinar allows you to gather contact information from attendees who are interested in future offerings. This can be useful for follow-up communication and lead generation.
5. **Avoiding bias:** Placing the survey at the beginning may bias the audience's perception of the content and skew the results. By waiting until the end, you can ensure that the audience's feedback is based on their full experience of the webinar.

Use a mix of open-ended and closed-ended questions

Open-ended questions, such as text boxes, allow attendees to provide more detailed feedback and provide insight into their thought process. Closed-ended questions, such as multiple-choice questions, are easier to answer and provide quantifiable data that can be analyzed quickly. Use a mix of both types of questions to capture both quantitative and qualitative data.

Survey design considerations

When designing a survey, it's important to consider the types of questions that you will be asking. One key decision is whether to use closed-ended questions, which require the respondent to choose from a limited set of answer choices, or open-ended questions, which allow the respondent to provide a free-form response. Here are some reasons why using a mix of both closed and open-ended questions is recommended:

1. **Collect quantitative and qualitative data:** Closed-ended questions provide quantitative data that can be easily analyzed and compared across respondents, while open-ended questions provide qualitative data that can give more insight into the respondent's thoughts and feelings. By using both types of questions, you can collect both types of data, which can provide a more complete picture of the respondent's experiences and opinions.

2. **Limit respondent burden:** Closed-ended questions are typically easier and quicker for respondents to answer than open-ended questions. Including some closed-ended questions can help to reduce the burden on the respondent, making them more likely to complete the survey.

3. **Improve response rates:** Respondents may be more likely to complete a survey that includes a mix of closed and open-ended questions. Closed-ended questions are often easier to answer, which can help to maintain the respondent's interest and engagement with the survey. The open-ended questions provide an opportunity for the respondent to express their thoughts and feelings in their own words, which can increase their sense of engagement and investment in the survey.

4. **Cover more ground:** Closed-ended questions are useful for gathering specific information about a respondent's experiences, opinions, and behaviors, while open-ended questions allow the respondent to provide more detailed feedback and share their unique perspectives. By using both types of questions, you can cover a wider range of topics and gather a more complete understanding of the respondent's experiences and opinions.

5. **Ensure data validity:** Including both closed and open-ended questions in a survey can help to ensure the validity of the data by allowing you to cross-check and validate responses. For example, you may ask a closed-ended question about a respondent's satisfaction level, and then ask an open-ended question to explore their reasons for that level of satisfaction. This can help to validate the closed-ended responses and provide more depth to the data.

By carefully designing your survey questions to include both types of questions, you can gather more complete and accurate data that can inform your decision-making and improve your organization's performance.

Avoid biased or leading questions

Leading or biased questions can influence the attendee's response and provide inaccurate data. It's considered a best practice to ensure that your questions are neutral and do not contain any language that suggests a preferred answer.

Leading questions in a survey are those that suggest a particular response or opinion to the respondent, or that imply a preferred answer. Asking such questions can result in inaccurate or misleading survey data. Here are some examples of leading or biased questions:

Example of a leading question

"Don't you agree that our product is the best on the market?" This question suggests that the respondent should agree, rather than allowing them to provide their own opinion.

Example of a biased question

"How much do you love our brand?" This question assumes that the respondent loves the brand, rather than asking them to provide an honest assessment of their feelings.

Leading or biased questions in a survey can influence the responses of the respondents and result in inaccurate or misleading data. It's important to avoid using such questions and to ask neutral, unbiased questions that allow the respondents to provide their own opinions and assessments. By doing so, you can ensure that your survey data is accurate and reliable, and that it provides valuable insights that can inform your decision-making.

Provide an incentive to complete your surveys

Providing an incentive, such as a discount on a future purchase or an extended free trial of a product, can encourage attendees to complete your post-event survey. Make sure the incentive is relevant to the webinar topic and is valuable enough to motivate attendees to provide feedback.

Incentives can be an effective way to encourage respondents to complete your survey and provide valuable feedback. Here are some examples of ways to incentivize responses to your survey:

1. **Offer a giveaway:** Offer respondents the chance to enter a giveaway in exchange for completing the survey. This can be a small or a larger prize, depending on your budget and the length of the survey.

2. **Provide a discount code:** Provide respondents with a discount code that they can use on your website. This can be an effective way to encourage respondents who are also customers to provide feedback on their experiences.

3. **Donate to charity:** Offer to donate a certain amount of money to a charity for every completed survey. This can be a powerful motivator for respondents who feel that their feedback will make a positive impact beyond just your organization.

4. **Offer free samples or trials:** Offer respondents a free sample or trial of your product or service in exchange for completing the survey. This can be an effective way to encourage respondents to provide feedback on their experiences with your product or service.

5. **Provide exclusive content or access:** Offer respondents exclusive content or access to a product or service that is not available to the general public. This can be a powerful motivator for respondents who feel that they are receiving something of value in exchange for their feedback.

6. **Offer a small monetary incentive:** Offer respondents a small monetary incentive, such as a gift card or cash payment, for completing the survey. This can be an effective way to encourage respondents to provide feedback, particularly if the survey is longer or more complex.

Analyze and act on the data your collect

Collecting data is only useful if it is analyzed and acted upon. Use the data collected to improve future webinars and marketing efforts. For example, if the data shows that attendees were not satisfied with the content of the webinar, make changes to future webinars to address their concerns.

Surveys are an extremely effective way to collect attendee feedback and measure the success of your webinars and events, but they must be designed and executed properly to maximize the amount and quality of data captured. By following these best practices, you can ensure that your surveys provide useful data that can be used to improve your marketing efforts and increase engagement with your target audience.

About BigMarker

In 2010, BigMarker pioneered the webinar and virtual events space as one of the first live video platforms on the web. Today, we're a category leader helping thousands of companies accelerate demand generation and deliver targeted content experiences at scale. Regardless of your CRM, MAS, and business environment, BigMarker's unparalleled customization, expertise and partnership-approach help you achieve your unique demand generation goals.

Reach out to us at sales@bigmarker.com to see the difference today.