

As a marketing manager you are in constant need of updated information from reliable sources. Who knows your market and clients as well as the clients themselves? The easiest way to get actionable insights is in most cases to go straight to the source.

Here are 10 tips that we know work when it comes to getting more comprehensive information about your market and clients. In total they will provide a solid base of knowledge needed to be able to make the best and most informed decisions in all aspects of your work.

1. Client satisfaction

The basis of a genuinely satisfied customer base.

Dissatisfied clients typically do not remain clients for long. The people that buy your products and services are the core to your business and its existence, so keeping them happy should be every company's highest priority. Most businesses strive to create the best possible customer experience while also improving their sales numbers. Smart companies, however, know to measure client satisfaction, as it provides the best basis to reach a genuinely satisfied customer base. Try asking your customers what they think. You may get surprised how many won't mind sharing their thoughts and opinions.

2. Increase your customer loyalty by Net Promoter Score surveys

Looking for a tool that provides you with a score evaluating how loyal your customers are? How about one that you can easily compare with other companies? Then a Net Promoter Score (NPS) is the method for you. With NPS surveys you measure your customer loyalty, and how willing they are to recommend your company to others - all by asking one single question: "Would you recommend (our company) to a colleague or friend?" Sound overly simple? Its simplicity is one of the reasons that the NPS method has become so popular. NPS surveys are time efficient and provide continuous insight into customer satisfaction. This allows you to directly see critical changes, thereby ensuring faster reaction and improvement times. Since several businesses use NPS-surveys to evaluate their client's opinions you can easily compare your score to see how your company stands within your industry.

3. Give a better online impression by web surveys

Where do people today first look today when they need information about a company or product? Most will go online to search for an answer and hopefully they will reach your site. Some will accidentally stumble across it, whereas others have specific questions to answer. Regardless of purpose, a great first impression is invaluable. A good user experience, an intuitive design, and easy-to use navigation pleases visitors and keeps them on the website longer.

So try looking at your site from a user perspective. Remember that visitors of all ages, with various technological know-how and needs, will look at your site differently. The simplest way to ensure a good user experience is to ask what they would like to see. With a pop-up survey on your site you can solicit answers to a set of short questions that can provide invaluable information towards improving a site's design and user friendliness.

4. Become an expert on your market through panel surveys

Market research is a fantastic way to get more knowledge about which opportunities your products have to succeed in a given market. However, it can sometimes be difficult to find respondents. So save on valuable time and use a tailored online panel. With the help of Cint Link you can access over 7 million panellists in about 50 countries and you can easily specify your unique target group. Make selections based on country, gender, age, or be more specific by setting mobile or travel habits. With a panel you can easily segment your target audience and collect valuable data both quickly and efficiently. As a further bonus you have full control over the costs in your project.

5. The best events are the sum of our previous evaluations

What did your participants think of the event?

Making evaluations a habit after each event you put on provides a better opportunity to make the next one even better. Regardless of the industry, events carried out correctly gives ample opportunity to showcase more of your company, your products and services while allowing your clients the chance to have a nice time.

Companies spend large budgets on arranging successful events for their prospects and clients. But not all of them think about the value of collecting feedback before, during, and after the event. What did the delegates really think? By carrying out evaluations you receive relevant information that can help cut costs and improve the overall quality of the event.

6. Reach people where they are – use mobile surveys and take advantage of the extensive use of smart phones and tablets

Reach people in real time on their smart phones and tablets. Today people are not always at their desks, but in meetings, on the bus, at an event, or at home on the couch. Take advantage of the fact that a large majority today have a smart phone or tablet wherever they go. This gives you a chance to collect up to date information quickly and easily. You can send out surveys at an event, during a course, or after a meeting. Meanwhile the recipients answer directly on their devices. Opinions, packaged in a modern, fast and simple way!

7. Increase sales: Lead generation by surveys

Increase your sales and get new customers. How can a survey possibly help with that? Most marketing departments use several tactics to generate leads: SEO, newsletters, advertising are some of them. Surveys and questionnaires are another great complement if you want to increase your leads even more. Every survey you send out is a potential lead generator. When the respondent has finished answering the questions you can request contact information and ask if they are interested in more information. Try incentivising them with a discount or rebate.

8. Go viral – share your survey in social media

Share your survey in social media.

Use social networks to reach more people with your surveys. Social networks such as Facebook, Twitter, LinkedIn are set up to share content and links. It's worthwhile to be a little creative, especially as some networks, such as Facebook, are limiting reach. Nevertheless, a well-placed post in a Facebook group, or on Instagram, Pinterest or Flickr, that catches your target group's imagination helps to maximize your survey's reach. Using social networks also gives you good opportunities to reach a specific target group. Social media is fast-moving and provides ample opportunities to be creative in how share your surveys and communicate your brand.

9. Make it global with international surveys

Are you aiming for a new market in a different country, or are you already a global brand spanning multiple markets? In order to understand both the market and its customers, knowing how they differ is crucial if you want to be successful. Different countries mean different cultures, buying signals, opinions, and tastes. To gather information about new markets through the use of surveys is a smart and efficient way to understand important target audiences. Multiple-language questionnaires save time and you can quickly evaluate and compare several countries and gather the responses in one accessible place for analysis. The results provide valuable information about where to expand, where to invest, or if you need to modify your marketing strategy.

10. Share your insights through interactive dashboards

A vast amount of data flows through companies every day. Filtering out what's most important to whom can be a complex and daunting task. Survey results provide the kind of information where certain stakeholders need access to all of the information, whereas some might just need a few key numbers or summaries. A dashboard helps you filter out the data and information gained from survey results and aids by visualizing the data through easy-to-read graphs. Survey dashboards save time, to put it simply, for those whose job it is to act on the results. Interactive dashboards shifts focus to the important findings and the real-time updated information in the graphs allows companies to act faster.

Check list

- Ask your clients what they think about you
- NPS-surveys are time efficient and provide continuous updates on client satisfaction
- To ensure all visitors to your site are happy with their experience, ask them about their experience
- Save valuable time with tailored panel surveys
- Carry out event evaluations - make it a habit to improve each event
- Do mobile surveys and take advantage of the increasing use of mobile devices
- Surveys are a great complement to your lead generation strategy
- Use social media to spread your surveys and communicate your brand
- To understand your customer base in a new market is core to your expansion success
- Ensure that your surveys have a proper dashboard to help you and your colleagues quickly understand key numbers and where you need to act

3.500+

customers

35.000+

active users

30+

different countries

About Netigate

Netigate is one of the leading European provider of cloud-based services for online surveys that are primarily used for voice of customer, employee performance and market research. We help organisations gain valuable insights, make better business decisions and improve processes.

We offer a platform for online surveys and feedback management. That is now used by more than 2.000 companies with more than 35.000 users in 30 different countries.

Our clients range from small organisations to global companies in all industries, including many leading companies around the world.

Start using Netigate today - like these smart brands do:



Outstanding usability and innovative features



Powerful real-time analysis



Fully customized surveys



Great in-depth reporting



World-class customer service



Contact us for more information

Get inspired, find information and learn from others about how to make better online surveys.