

Simple Email Survey Implementation Guide Transcript

Features Used:

- Simple Email Survey

Transcript:

The Plus This Simple Email Survey allows for you to ask either a “Yes” or “No” or a 1 through 10 scale question inside of an email that you send through your marketing automation system. This is very useful for things like satisfaction scores or checking the General Health of your contacts.

Let's go ahead and create one. Type Simple Email Survey and add feature. Then we need to enter a survey question so our example is “Are you likely to refer us to a friend?”. Let's just do that one. Then we'll select our survey type is. The “Y” or “N” is very very simple as you can see here, and when you select a scale 1 through 10 this is what it looks like. It's a little bit more confusing. As you can see, you're adding a description to either side of the scale. For example, say that they're scoring you one that's most likely the lowest you can have, so you would want to say “not at all” “I would not refer you to a friend”. Whereas, if they scored with 10 you say “absolutely”. Then we come down here, and we can pick our range. By default, it's 1-5 and 6-10. I can make them smaller though. Maybe I say 1-4 I want to say “not satisfied” and redirect them to howcanihelp.com. 5 - 8, I'm going to say anysuggestions.com, and 9-10 will be tagged as happy and send to leavefeedback.com.

Name and save your feature. I'm going to name this and call it “1 through 10 referral”. What Plus This spits out is a bunch of code. This code is for you to use in your marketing automation system. So, we go ahead and copy this and this is what's going to show up in your email your customers different links and get two different pages can do for you

Don't forget to check out our other Implementation Guides on the right hand pane of the PlusThis application for more ways for PlusThis to help you.