WHEN

- After **webinars, seminars, workshops**
- After **training or consultancy** sessions
- **Product** feedback
- **Gated content** feedback; was it worth it?

HOW

- **Email** campaigns
- Target **customers**
- Target **leads and prospects**
- **Social media** (if looking for a wider, random sample of data)
- **Website** pop ups

Top 10 tips!

- Define the purpose
- Keep it short!
- Keep it simple
- Define your audience
- Be logical

Top 10 tips!

- Timing is everything!
- First page design = keep it clean
- Use reminders!
- Offer an incentive
- Use close-ended questions

How?

- Make it clear how they can benefit
- Ask the right audience
- Keep in touch

Demo