

IMPACT!



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Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”

Client Surveys

You want to deliver the programs and services that your clients want and need from you.

Knowing what your ideal clients expect from you is one of the best ways to ensure you keep existing clients and add happy new ones.

To elicit feedback from them to keep your finger on the pulse of what's important, follow these tips:

What do you want to know? And how are you going to use the information you receive?

List your objectives and decide why you want to know these facts; and what you can do about any rising negative and positive outcomes.

This will help you design clear questions that will help you make solid business decisions from the results you receive.

Timing

A general survey is great to do once a year to make sure you're covering your clients "hot" issues and concerns. You might uncover something new.

You can also do a very specific survey from time to time. This can be a follow-up your clients' perception of your performance and deliverables.

Survey Length

You want your survey to be comprehensive, but not a chore to complete.

Keep your survey to around ten simple questions. By keeping your survey short, you are forced to make sure that you are only asking the questions that are most relevant and will provide you with the information that will be most useful to you.

Type of Questions

Multiple-choice questions are great because they take less time to complete for the respondent. It also can help the person understand more about what you are asking.

If you use a rating scale, for example 1-5 with 5 being the highest level of agreement, use the same scale throughout your survey.

Avoid leading questions or statements.

Structure

Design your survey in a logical progression. Start with general questions and then lead into more specific questions.

Offer a Thank You Gift

Even if your survey only takes 3-5 minutes for a person to complete, you'll get a lot more people to respond if you offer a valuable giveaway to each person who completes the survey.

Offer a bonus audio, report or 15-minute consultation to each person, and make sure they know about the special gift when you ask them to respond. Make it enticing enough so they'll want to fill out your survey right away!

Remember, make it as simple as possible for people to complete and then take action on what you uncover.

[Click here to complete IMPACT!'s latest survey.](#)

[Contact IMPACT!](#) for assistance in creating, implementing, tabulating, and summarizing your next company survey.

Make an IMPACT!

**Make an IMPACT! with
"Customized Communications"**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
"Messages that Matter"**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and build your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! develops effective strategic plans based on outcomes, so that you understand your target market and competition and have the knowledge to make informed decisions before implementing PR and marketing strategies.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.