

Surveys & Statistics

Overview

So after learning all about various social media tools, this is perhaps the most important lesson of all so far. Regardless of the specific tool/s you decide to use in your marketing strategy (and whether they be online or with more traditional methods of marketing such as print or radio), it is crucial to understand the effectiveness of your efforts. It's not only a marketing principle but understood by common sense that it's really important to know as much as you can about your current and potential customers. So how do you find out what they're thinking? You can ask them! Verbal feedback in face-to-face situations is valuable, but this is not always possible or even easily measurable. So that's where surveys come in, and there are simple online tools that can help here such as Survey Monkey. Statistics is another area you need to become familiar with – and if you're new to this you may begin to really enjoy checking your "stats". This can help you make important decisions in your business. Sometimes statistics can confirm your own intuition but it can also bring surprising and useful data.



Objectives

- Understand the value of surveys and statistics to you & your business
- Learn how to create an online survey
- Learn how to check your statistics for various social media tools you are using
- Learn to find help when you need it

Activities

1. Read through this lesson plan and the accompanying e-newsletter and blog post
2. Create an account at www.surveymonkey.com and put together a basic survey
3. Ask for and collect responses from your customers (or the class if you'd like to practice)
4. Find and check statistics regularly for each social media tool you are using

Questions to Consider

- How much information do I already hold about my current and potential customers (see database lesson)
- What kind of questions could I ask my customers that would be useful to my business planning?
- Should I ask quantitative (data which can be easily measured e.g. postcode or number of products bought) or qualitative questions (such as what do you think about a product) or a mixture of both?
- How else can I collect data and statistics about my customers without directly asking questions?
- Is the data I am collecting secure and do I comply with the privacy act?
- Should I ask personal details or make surveys anonymous? Should I offer an incentive to take part?
- What are my social media statistics telling me about my business and interaction?

Congratulations on completing module 09. Module 10 will cover social media dashboards and will be emailed to you on Sunday 9th June 2013.