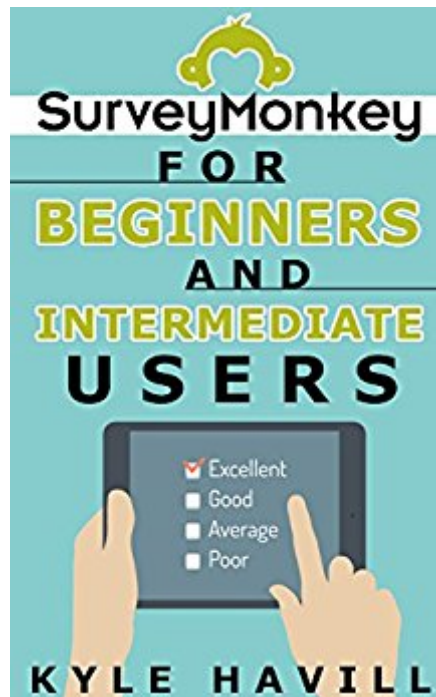


The book was found

SurveyMonkey For Beginners And Intermediate Users



Synopsis

SurveyMonkey is an online survey site. It allows you to create surveys, field them in several different ways, and analyze results. This book is written for beginners and intermediate users. If you've never even been to the SurveyMonkey site, it will help you get up to speed. In fact, if you have a short 10 question survey already written, the first section quick start guide will tell you step by step how to create a free account and field the survey in just 15 minutes. The book also explains how you may quickly download overall results in less than 10 minutes (assuming you have converted to a paid account at that point). For more experienced users, this 200+ page book will help you develop research objectives, write survey questions, load the questions into SurveyMonkey, and analyze results in a thoughtful way. Topics include all the basics as well as using the question bank, applying logic, applying piping, creating custom survey formats, using the various types of collectors, filtering and comparing data, and printing, exporting, and sharing results. This book covers setting up questions for both the classic version and the new design (now in beta testing). Much of the information in this book is also available on SurveyMonkey help pages. However, if you are looking for a brief explanation about how to write surveys and information on how to use SurveyMonkey in a book format, this should be just right for you.

Book Information

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Customer Reviews

SurveyMonkey for Beginners and Intermediate Users is an in-depth and complete guide on how to execute a survey on the platform. As an expert marketer, I tend to run surveys to collect market research data. I am familiar with the SurveyMonkey brand, however, I've only used the platform a couple of times. Kyle Havill explains early on the benefits of using the platform and how much your business can save using an easy system. This easy-to-follow and step-by-step format allows you to follow the steps online while reading the book. As I am a bit more experienced in executing surveys, I still felt that this book had something to offer me. I learned quite a few tricks and tidbits to help me run more successful campaigns in the future. There are several examples throughout the sections and several solid demographic questions to help you ask the right questions. I've never realized how powerful of a tool the SurveyMonkey platform is, it has so many cool features and capabilities that will really enhance my future work. If it weren't for this book, I probably wouldn't have ever been able to maximize my efficiency and potential with SurveyMonkey. Highly recommend this book to marketers, business owners and others who need to do some surveys on their customers and target audiences.

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