



Constant Contact Survey Results

Survey Name: Chamber Business Practices Survey

Response Status: Partial & Completed














Filter: None

Jun 04, 2010 9:47:25 AM






What techniques do you use to prospect for new customers?

Answer	0%	100%	Number of Response(s)	Response Ratio
Direct mail / By letter			17	47.2 %
Phone calls			11	30.5 %
Email marketing			15	41.6 %
Cold calls			8	22.2 %
Offer discounts or sales			8	22.2 %
Provide webinars			2	5.5 %
Website			22	61.1 %
Blog			2	5.5 %
Ask for referrals			22	61.1 %
Define the prospect's needs			7	19.4 %
Attend events to network			24	66.6 %
Use social networking websites			10	27.7 %
Print advertising			22	61.1 %
TV and radio advertising			19	52.7 %
Online advertising			8	22.2 %
Outdoor advertising			7	19.4 %
Other			7	19.4 %
Totals			36	100%

Of these, which is the single most effective method for your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Direct mail / By letter			1	2.7 %
Phone calls			1	2.7 %
Email marketing			0	0.0 %
Cold calls			2	5.5 %
Offer discounts or sales			0	0.0 %
Offer free gifts			0	0.0 %
Provide free information or advice			0	0.0 %
Provide webinars			0	0.0 %
Website			4	11.1 %
Blog			0	0.0 %
Ask for referrals			13	36.1 %
Define the prospect's needs			1	2.7 %
Attend events to network			3	8.3 %
Use social networking websites			1	2.7 %
Print advertising			2	5.5 %
TV and radio advertising			3	8.3 %
Online advertising			0	0.0 %
Outdoor advertising			1	2.7 %
Other			2	5.5 %
No Response(s)			2	5.5 %
Totals			36	100%

How do you get an appointment with a prospective customer?

Answer	0%	100%	Number of Response(s)	Response Ratio
Phone call			27	75.0 %
Walk in			15	41.6 %
Email			8	22.2 %
Social media			1	2.7 %
Other			7	19.4 %
Totals			36	100%