

USE WITH
SECTION
11.2

List of Polling & Survey Tools To Find Topics People Care About



1. SURVEYMONKEY (www.surveymonkey.com)

The leading survey platform with plenty of plans at various levels, there is a free level for unlimited surveys with limited questions as well. Easy to set up and quick to use.

2. GOOGLE FORMS (www.google.com/forms)

If you already have a Google account, it is easy to set up a form within Google and collect the responses into a spreadsheet which can then be exported.

3. CROWDSIGNAL (formerly PollDaddy) (www.crowdsignal.com)

This platform has similar functionality to SurveyMonkey, but is owned by the team behind Wordpress – so if your website is already on the Wordpress platform this may be easier to integrate. Both free and paid subscriptions are available.

4. QUORA (www.quora.com)

A vast collection of questions and answers from a highly engaged community on just about any topic imaginable. The best way to use this site to start is to research what the community is speaking about and what sorts of questions people commonly ask related to your industry. You can also get engaged and start to ask or answer questions of your own to gain valuable insight on topics that people care about.

5. POLLEVERYWHERE (www.polleverywhere.com)

This is a platform that allows you to create and host live polling – so for example during a presentation or meeting. The platform helps you set up and launch your poll and can offer a live view of results as well.

6. FACEBOOK POLLS (www.facebook.com)

Integrated into Facebook is a robust polling feature that allows you to easily launch a poll directly from your Facebook page – a great way to reach a dedicated audience and generate insights quickly without the need for someone to click a link to go elsewhere.

7. GOOGLE TRENDS + GOOGLE SEARCH (<http://trends.google.com>)

When you use Google's search advertising tool, you track volume of searches for various search terms – giving you valuable insight into what people actually search for. Google also produces a fascinating blog called Google Trends that recaps macro trends in search and even publishes an annual report with the most popular searches of the year.



Is this list missing something?

These resources are continually updated. To make suggestions for us to add to the next edition, let Rohit know by emailing rohit@nonobviouscompany.com!