

## Using Surveys to Gain Targeting Ammunition

### *A Short, One Question*

- *Survey*
- *Feedback Form*
- *Opinion Poll*

*Can gather valuable input/frustrations and help to build a relationship with users*

- Quick questions posted periodically to collect feedback from patrons.
- Information gathered could be used to enhance services, more effectively promote events, and communicate with patrons in ways that resonate.
  - *Short pop-up survey that asks how they used the databases.* What they used it for. This can help us harness new ideas for promoting the uses of the databases.
  - Collecting testimonials – Periodic link on library homepages to get feedback from users. Can be one question, with different ones asked over time. Can also be paired with a dropbox written form at the reference desk. Some possible questions:
    - *“Tell us how the library has helped you”*
    - *How have you used your library lately?*
    - *What’s the neatest thing you’ve ever done at the library?*
    - *How would you get a friend who doesn’t use the library to use it?*

*Could make it a contest for the best answer/s.*

*Use feedback gathered to promote resources.*

Do newsletter piece, poster, or bookmark to promote the library. Some ideas:

- *Top 10 Ways to Use the Library.*
- *Interesting Things to do at the Library*
- *Top 10 books, DVD’s etc.*
- *Funny responses*