

Techvangelism *StorySurvey*™

What is a *StorySurvey*?

The Techvangelism *StorySurvey* uses survey data to *tell a story* about the pains, challenges and needs of one of your target audiences. It is a *turnkey marketing asset* that can be used in many marketing activities:

- PR
- Internal Blogs
- Lead Generation
- Demand Generation
- Sales follow-up with prospects

Additionally, the results from the survey can be repurposed in webinars, whitepapers, customer-facing presentations, and more.

Why it's Different

Most companies simply take a survey and publish the results. The *StorySurvey* is built from the ground up with the intent of *telling a specific story* that can be utilized as part of Marketing, PR, and Sales efforts. So you know what the story is before you start the survey!

Here's How it Works

- **Choose A Topic** – We need you to tell us what the pains are that your product or service helps take away, so we can craft a story first that we wish to tell.
- **We Collaborate on the Questions** – We work with you to use that pain detail and create a set of survey questions that will be used to craft that compelling story to attract the attention of the press and target customers.
- **We Build the Survey** – We take care of the building and hosting of the branded survey (complete with your logo) using SurveyMonkey.
- **We Write the Email** – We provide you with email content inviting your prospects and customers to take the survey.
- **You Send the Email** – Utilize your existing customer database (and email platform), you send the survey out. We recommend offering a number of *gift cards as incentives* to take the survey.
- **We Capture the Results** – We keep the survey open for an agreed-upon amount of time, collecting every survey response. We recommend obtaining at least *300* responses.
- **We Build the Survey Report** – We deliver a custom survey results report using the survey results as the foundation for the story.

Deliverables

As part of the *StorySurvey*, Techvangelism will deliver the following assets:

- One (1) set of customer-approved survey questions
- One (1) customer-branded survey on SurveyMonkey.com
- One (1) Survey email with direct link provided
- One (1) Survey Report Whitepaper
- Raw Survey Results

Investment

The cost for the *StorySurvey* is dependent on the number of questions in your survey and the length of the survey report. Generally speaking, the more questions you have, the better opportunity to expose additional sub-stories within the data to create more awareness, more opportunities for PR coverage and more sources of topics for your content marketing efforts.

Basic

- Up to **10** Survey Questions
- Customer-Branded Survey
- Survey Email Content
- Up to **6** page Survey Report

\$3000

Better

- Up to **15** Survey Questions
- Customer-Branded Survey
- Survey Email Content
- **7-10** page Survey Report

\$5000

Best

- Up to **20** Survey Questions
- Customer-Branded Survey
- Survey Email Content
- **10-15** page Survey Report

\$7000

Get Your *StorySurvey* Started Today!

[Contact us](#) today to schedule a call to build a custom survey that will tell *your* story.