



AUDIENCE FEEDBACK ON AUTOPILOT

5 WAYS TO ASK QUESTIONS THAT GET ANSWERED

What's the point of spending thousands of pounds in ads and staff time, without knowing what works?

Find out what your customers think before they buy AND after they've used your service, so you can adjust, improve and attract more buyers.

ASK ON AUTOPILOT

We know we need to ask customers for feedback. But few of us implement it consistently in our business and when we do send out a survey it's...crickets.

This means our best and most accurate source of fresh ideas, for content, sales and service goes untapped.

Here are **five tried-and-tested techniques** to ask questions on autopilot without the dreaded survey. The best bit? Because it feels natural, your audience will respond!

THE GOLD RULE OF FEEDBACK

Keep it simple
Keep it direct
Keep it in the moment

Surveys break concentration. Instead, ask one intentional question at each stage of your customer's journey with you.

1. WELCOME SEQUENCE QUESTIONS

Add **one simple question** to your first welcome email:

For a service > "What's your key problem at the moment?"

For downloads/courses > "What questions do you have about [topic]?"

By encouraging people to reply, you improve your sender's reputation and start a direct conversation.

Pro tip: got a sales team? Set up a workflow to get a fast response to the customer and stash their question in a marketing file

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2. EVENT PROMPTS

Do you run webinars or online courses?

Ask at the beginning: "Why did you sign up for this course?"

This can be in the response email, or even as an icebreaker at the start of the event. You can ask for a show of hands, or a in the chat.

This does two things:

- it keeps people engaged
- it focuses on WHY they attended, so they are likely to stay.

Automate this: If you record in Google or Zoom, add the transcript to ChatGPT and tell it to collect and analyse the feedback. It's a great way to spot trends or address buyer hesitation. I personally use Fireflies for customer meetings that does the same thing.

3. QUICK POLLS

Polls are fast and simple.

- Add to emails (click one of three buttons that lead to a 'thank you' page)
- Add a widget to your website, on your blog articles
- Add it to your signature (two hyperlinks)
- You can even add it to your invoices or signatures.

Polls can be done using links, emojis or buttons. No coding necessary.

4. WEBSITE BANNERS & POP-UPS

Banners are not just for subscriptions and sales!

You can now use banners to retarget your users and check what's troubling them. Depending on your system, you can send them to your FAQs an article or even an AI avatar to help them find the answer.

This also gives you a new source of marketing material to address customers concerns.

5. INTERACTIVE SURVEYS

Even if you use Google forms, you can move beyond the flat-page survey to make something flirty, entertaining and even useful!

Again, do this at the point where people are interacting with you, instead of randomly asking them during the working day. Be specific on the amount of time and give them a tangible result at the end.

Pro tip: Use branching logic, imagery and a series of flowing pages to keep the style conversation. Typeform does this brilliantly.

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HOW CAN WE HELP

When you work with us at Write-Click-Sell, you get a fully insured email partner with 15 years of marketing experience. We've worked with national and global brands, including Unilever, Tripadvisor, Hamptons Greece and RNIB. Our clients achieve an average 77% open rate for their welcome emails and over 40% for standard newsletters

1-HOUR AUDIENCE WORKSHOP

Love these ideas, but don't have the time to implement them?

Book our one-hour workshop with Nat to set up the feedback loop of your choice using your systems and her knowledge.

Ask your questions, test your tech and walk away with everything you need for customer communication.

Cost: £68

For questions & support: natalie@write-click-sell.com

Book workshop 

Email Us 

Pro tip: Understanding client types helps you focus your energy where it matters most.

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Working with Natalie has been a game changer. She helped us simplify and streamline our systems through smart automation, making our processes much more efficient.

Natalie's energy and motivation are contagious —she's truly a joy to work with.

Suzie Guthrie, 42think

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