



Launching a Survey Quick Start Guide

This guide is part of the Survey Coach Quick Start Guide series.

For more guides, please visit www.zoomerang.com/qs or click the **Support/Help** link on any Zoomerang page.

There are three ways to deploy a survey in Zoomerang:

- By creating a Web Link
- By sending invitations to an email list you provide
- By purchasing respondents from Zoomerang Sample

Setting Your Deployment Options

Web Greeting Page

When you finish creating your survey and click the **Continue** button, you will be on the **Edit your web greeting** page.

The Web Greeting is the page that appears when the survey taker first clicks on the link for your survey. You can use it to welcome the survey taker, explain what the survey is about, and offer instructions as needed. Use the formatting toolbar to format the text on this page.

Note: Paid members can choose not to display this page by removing the checkmark under the text box.

Click the **Submit** button once you are done customizing this page.
Thank You, Closed, Screen Out, and Over Quota Pages

Zoomerang Support Resources

Learn More Links

Click on any of the **Learn More** links next to some of the features within Zoomerang to bring up help articles directly related to that topic.

Demo Videos

We have several short demo videos that show you how to create, deploy, and analyze the results of your survey. Visit www.zoomerang.com/demos for a complete list.

Online Support Center

Just click the **Support/Help** link on the top of any Zoomerang page to be taken to our Online Support Center. Once there you can:

- Search our extensive Knowledge Base
- Submit your question to our support team
- View your support question history

User Forums

Curious about how others are using Zoomerang? Visit our User Forums at forums.zoomerang.com to find out and ask any questions you might have about using Zoomerang.

Telephone Support

Paid members have phone support available to them. Just click the **Support/Help** link at the top of any Zoomerang page once you are logged in for a list of support phone numbers.

- The **Thank You** page appears after a survey taker completes the survey.
- The **Closed** page appears if they attempt to access the survey after you have closed it.
- The **Screen Out** page appears if a respondent submits an answer that you have pre-determined to screen them out of your results.
- The **Over Quota** page appears if a respondent submits an answer after the quota group you defined has already been reached.

Paid members can customize these pages by changing the text, including a URL, or by choosing to redirect to another website when the survey is completed.

Click **Submit** to proceed with the deployment process.

Generating a Web Link (URL)

Once you set your Web Greeting and Thank You page settings, you will be taken to the **How to Deploy Your Survey** page. You can also reach this screen from the Invite and Deploy tab. Creating a Web Link (URL) allows you to generate a URL that can be posted on a website or sent out using your own email system.

1. Choose the **Generate a URL link option** and then click the **Submit** button.

2. On the next screen, **select if you want to allow the survey to be taken multiple times from a particular computer**. It should generally be set to allow the survey to be taken only once, but if your survey takers are accessing the survey from a common computer (such as in a computer lab), choose the first option.

Deployment Tips

Deploying a survey multiple times

You can deploy a survey (or schedule a deployment) as many times as you want. For example, you might want to create a Web URL and then send the survey to multiple lists from your address book. Paid members can filter survey results based on particular deployments.

How can I access the Web Link (URL) again?

You can always find the Web Link for your survey on the **Invite & Deploy** tab for your survey once it has been launched.

Email invitations can be tracked

One advantage of sending your survey invitations through Zoomerang is that you can see who has responded to your survey and tie their individual responses to their email address. You can also send reminders to people who have not yet completed the survey.

This is not possible with the web deployment option since everyone uses the same URL to access the survey.

Conducting a confidential survey

If you are conducting a survey and do not want to be able to tie responses to individual survey takers, be sure to select the web deployment option and then send the link to your survey takers through your own email system.

3. Click the **Submit** button to continue.
4. If you have a paid account, you can choose to **share your results** on the next screen.

- Private** - Results are disclosed only to you
- Restricted** - Results shared, but individual responses kept private | [View Example](#)
- Public** - All results shared, including individual responses | [View Example](#)

The default is set to not share your survey results at all (**Private**). You can also choose to share just the overall results of your survey (**Restricted**) or all of the results (**Public**). If you choose to share your results, you will be provided with a URL to distribute. You can also choose to include a link to the results on your **Thank You** page. You can see an example of a **Shared Results** page by clicking on the **View Example** links next to the Restricted or Public sharing options.

5. Click the **Submit** button to proceed.
6. You will now see the **Launch Confirmation** screen. Review the information and then click the **Launch Survey** button.
7. The web link (URL) appears on the screen. You can post this URL on your website or send in an email through your own email client.

Post the survey on a Web site - use this URL:
<http://www.zoomerang.com/Survey/survey.zgi?p=WEB227GZ9TKK8C>

Sending Survey Invitations to an Email List

The second way to launch a survey is to send email invitations directly through Zoomerang.

1. From the **How to Deploy your Survey** screen, choose the **Send to your own email addresses through Zoomerang** option and then click the **Submit** button.

- Send to your own email addresses through Zoomerang**
You may select a list from your Address Book or type in new email to send reminders, track respondents, and receive detailed deployment reports.

2. On the next screen, select if you want to **limit the survey to be taken only once per person**.

- Respondents may take this survey only once.**
This prevents respondents from taking the survey multiple times if they have completed the survey.

3. Type or paste your recipients' email addresses into the text box. The addresses should be separated by a comma, semicolon, or line break.

4. You can also choose to **send invites to a list that you created** in your Zoomerang Address Book.

5. Click the **Submit** button once you have entered or selected the addresses that you want to send survey invitations to.
6. If you have a paid account, you can edit and preview the email invitation on the next page. Click the **Submit** button to proceed.

7. If you have a paid account, you can choose how you want to **share your results with others** on the next screen.

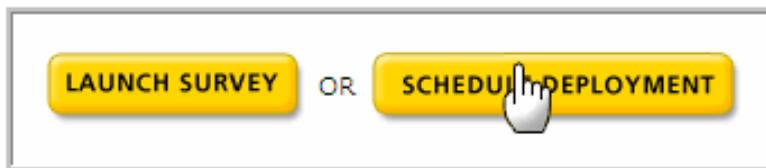
The default is set to not share your survey results at all (**Private**). You can also choose to share just the overall results of your survey (**Restricted**) or all of the results (**Public**). If you choose to share your results,

you will be provided with a URL to distribute. You can also choose to include a link to the results on your **Thank You** page. You can see an example of a **Shared Results** page by clicking on the **View Example** links next to the Restricted or Public sharing options.

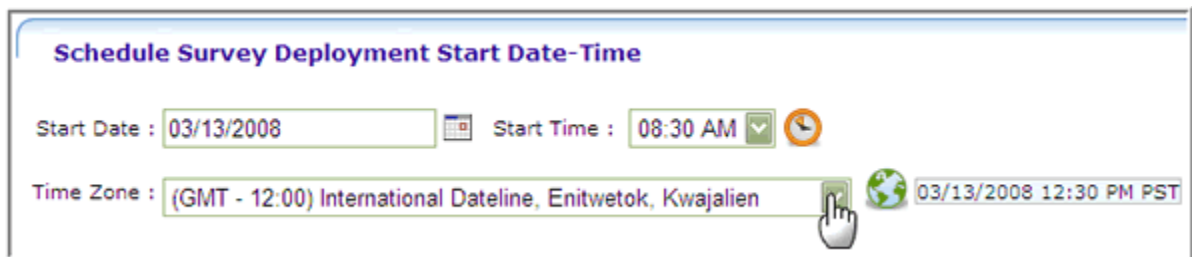
8. Click the **Submit** button to proceed.
9. You will now see the **Launch Confirmation** screen. **Review the information** and then click the **Launch Survey** button. Your email invitations will be sent out in a short period of time (generally within 5-10 minutes).

Continue with the steps below to schedule a deployment:

1. To schedule your email invitations to be sent out at a later date or time, click on the **Schedule Deployment** button instead of the **Launch Survey** button on the **Launch Confirmation** page.

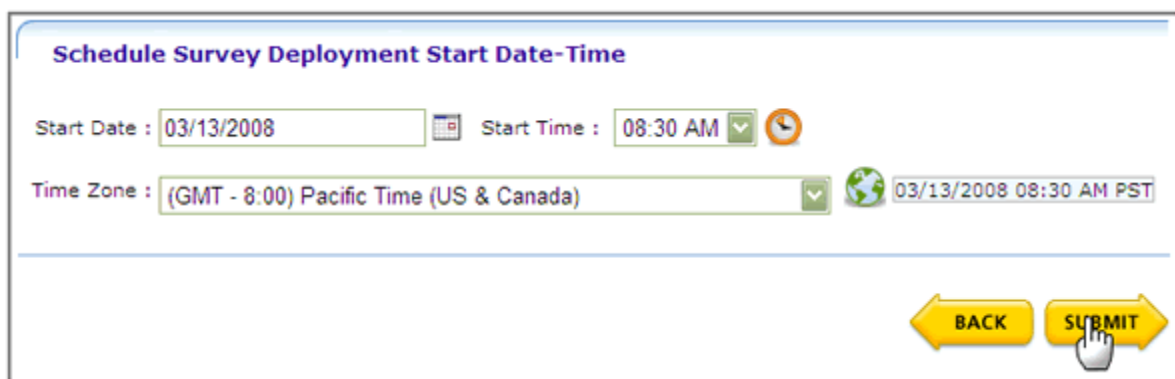


2. Enter a start date and time that is between the current time and ninety days. The scheduled deployment date and time must also be at least half an hour before any scheduled close date for this survey.
3. Select your time zone from the pull-down.



Note: The time you select will automatically be converted into Pacific Time from the time zone you specify in the pull-down. The first selection (International Dateline) is automatically applied until you select a different time zone.

4. Click the **Submit** button to save your selection and proceed to the confirmation page under the **Invite & Deploy** tab.



Your survey will show in Ready status until it has been launched, even if a deployment has been scheduled. After the first scheduled launch has been sent out, the survey will show in Active status. You can edit a currently scheduled deployment up to the time that particular deployment is launched.


Note: You can schedule multiple deployments for each survey from the **Invite & Deploy** tab.

Purchasing respondents from Zoomerang Sample

If you don't have people to take your survey, or if you need additional respondents, Zoomerang Sample can help.

Zoomerang Sample is a reliable and cost-effective way to acquire targeted, opt-in email addresses for your research projects. The panel is comprised of individuals who have agreed to participate in online corporate research and Web-based surveys.

To receive a no-obligation quote, choose the **Purchase a list provided by Zoomerang Sample** option and then click the **Submit** button. Complete the online quote form and a Zoomerang Sample representative will contact you.

 **Purchase a list provided by Zoomerang Sample®**

Zoomerang Sample is a reliable and cost-effective way to acquire targeted, opt-in email addresses for your research projects. The panel is comprised of individuals who have agreed to participate in online corporate research and Web-based surveys. [Learn More](#)