

Personalized Survey Invitation

The survey invitation includes the contacts first name as well as electronically “signed” by the Account Manager (or whomever you’ve designated). The email will look like it’s coming from your brand while being sent from survey@inavero.com.

Subject: [Brand]: 3-Question Survey

Dear [first name]:

Your opinion is important to us. Please help us improve by completing a quick, three question survey on your recent experiences with our firm.

Please click the following link now to begin the survey:

[link]

(Please note: If you have problems loading this survey, You may also copy the entire link into your web browser.)

For your time, you will be entered into a drawing for a \$XXX debit card upon submitting the survey. If you are Unable to accept a corporate gift, [brand] will make a Charitable contribution in your honor. Arrangement for either a donation or delivery of your prize will be made once the winner has been selected and notified.

By taking time to share a few thoughts with us on your experience, you are helping us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[email signature name]

[email signature title]

Email subject line should include the number of questions within the subject line.

Personalize the email salutation to address your client or talent in order to keep the email genuine.

Keeping the survey link close to the top of the email will improve likelihood to click the link.

Including an incentive is a proven way to increase survey response rate

Personalize the email signature so that it feels as though the email came from their direct contact at your company.

