

# Survey collection website

[Business](#), [Marketing](#)



Survey collection Websites [www. zoomerang. com](http://www.zoomerang.com) and [www. surveymonkey. com](http://www.surveymonkey.com) In terms of features, the two survey collection websites provide different options of survey. [www. zoomerang. com](http://www. zoomerang. com) provides features including online survey for customers, employees, students and facebook while [www. surveymonkey. com](http://www. surveymonkey. com) provides survey in terms of functional features such as events, customer satisfaction, market research and education. The benefit of [www. zoomerang. com](http://www. zoomerang. com) is that it makes surveys easy, enhances decisions, and enables users to expand their reach in terms of markets and audiences (Barnes, 2010). The survey collection websites also ensure that the users get more powerful features and make better decisions. In terms of pricing, both websites provide free sign-up for basic features and Pro Sign Up for advanced features. In [surveymonkey. com](http://surveymonkey.com), the Basic feature is free, select feature costs \$24 per month, Gold feature costs \$299 per year and Platinum costs \$779 per year.

I designed a survey with [surveymonkey. com](http://surveymonkey.com). The template was very easy to create because it just involved answering questions by selecting one of multiple choices provided. The template was useful because it enabled me to understand the item I was surveying; hence I could make the right decision. The survey was very easy to launch because I just filled some information and submitted; and then it was launched automatically. This might be useful for me in future to survey the market and make the right decision about my target market and the kind of product or service that I can offer in that market. In order to launch the product in real life, I would have needed to complete details of my target audience and the required number of audience to be surveyed. “ Survey Monkey or Zoomerang: How to Choose?” by Susan

Barnes is an article that explains the features and benefits of using the two websites. One of the disadvantages of using these features is that respondents are not seen, so they may provide unreliable information.

#### References list

Barnes, S. (2010). Survey Monkey or Zoomerang: How to Choose? Outreach Evaluation Resource Centre, Accessed October 4, 2014 from <http://nnlm.gov/evaluation/blog/2010/07/07/survey-monkey-or-zoomerang-how-to-choose/>