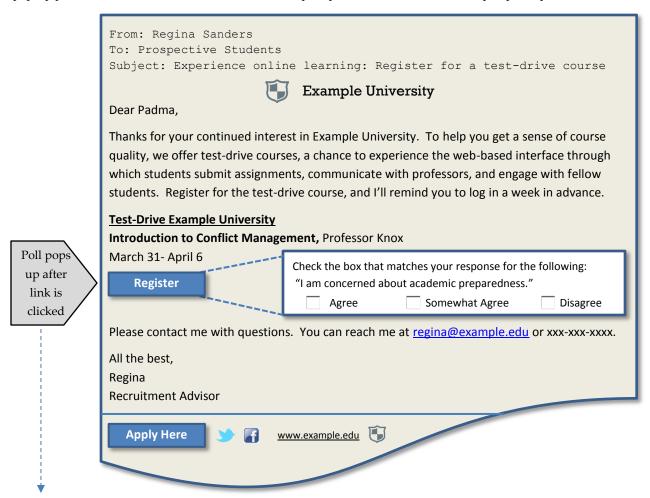
Tool #14: Quick Poll Questions Guide

Many COE units struggle to get a full understanding of prospects' needs and motivations, especially when many prospects shy away from long inquiry forms. Without a detailed form response, recruitment advisors often call these prospects over the phone to gather missing details but sometimes fail to do so. In response, a few innovative institutions ping prospects with a one-question poll as an intermediate step between a call-to-action link (e.g., a "register" button) and the corresponding landing page. This tool provides one design example for linking quick, pop-up polls to URLs embedded in e-mails and offers poll questions that contribute to a prospect's profile.



For Every Call-To-Action Link, Insert One-Question Poll

