

# Marketing Checklist: Building a Quiz That Converts

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# Structuring Your Quiz

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If you're thinking about (or working on) a quiz for your business to help generate new leads and collect valuable information, here are some tips for formatting it for maximum results.

## 1. Tell people how long they should expect the quiz to take.

On the page where you have your "Start Now" button, include a time estimate, so people know how much time they should expect to dedicate to the quiz (ex: Estimated 2 mins to complete).



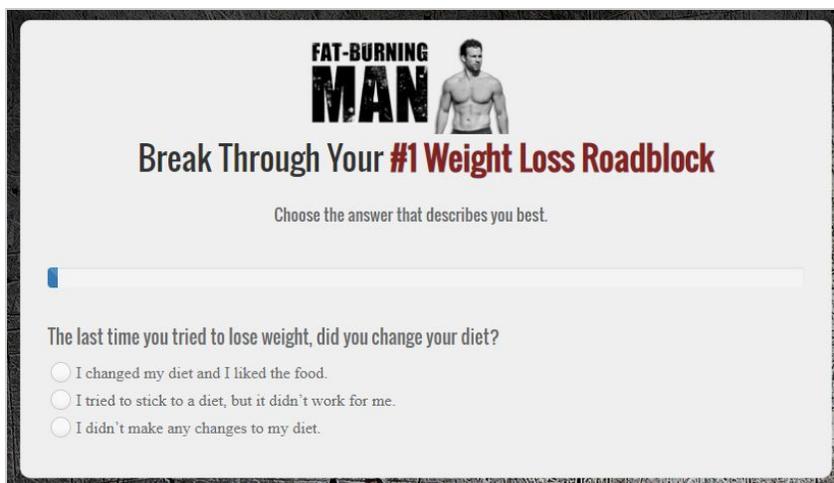
## 2. Show people how many questions they have left.

Including a counter at the top of each page that says "Question 2 of 5" or the equivalent encourage people to complete the quiz rather than stopping halfway through.



### 3. Keep it to one question per page.

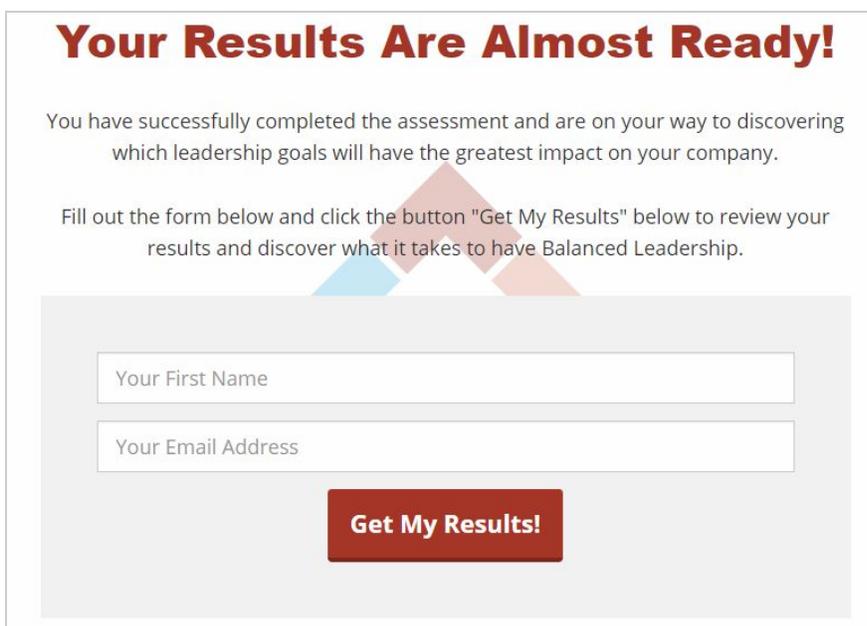
If you have a bunch of questions on one page, that's a survey not a quiz — and no one enjoys taking a survey.



The screenshot shows a quiz interface for 'FAT-BURNING MAN'. At the top, there is a logo with a muscular man's image and the text 'FAT-BURNING MAN'. Below the logo, the main heading reads 'Break Through Your #1 Weight Loss Roadblock'. Underneath, it says 'Choose the answer that describes you best.' A progress bar is visible at the top left. The question is: 'The last time you tried to lose weight, did you change your diet?'. There are three radio button options: 'I changed my diet and I liked the food.', 'I tried to stick to a diet, but it didn't work for me.', and 'I didn't make any changes to my diet.'

### 4. Ask (nicely) for their email at the end.

Rather than asking for their email early on, ask after they've completed the questions, with a line like, "I have your results ready! Where should I send them?"



The screenshot shows a results page with the heading 'Your Results Are Almost Ready!'. Below the heading, it says: 'You have successfully completed the assessment and are on your way to discovering which leadership goals will have the greatest impact on your company.' Below that, it says: 'Fill out the form below and click the button "Get My Results" below to review your results and discover what it takes to have Balanced Leadership.' The form contains two input fields: 'Your First Name' and 'Your Email Address'. Below the form is a red button labeled 'Get My Results!'.

# Building an Effective Results Page

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And, specifically for the results page...

## 1. Include a graphic.

You'll want to be sure to include an attractive graphic announcing what "group" the person's results say they're part of.



**A lack of coaching and support.**

Did you know that 90% of people who lose weight end up regaining it, usually within just 12 months? But the people who succeed in keeping the weight off have one thing in common, and it isn't what you might expect.

It's not good genes, an exercise gimmick, or some kind of magical miracle pill. The #1 thing people who keep the weight off have in common is actually surprising simple.

You might be feeling . . .

## 2. Use a strong headline.

If the person shares their results online this is likely to be what their friends see first about your quiz... better make it good!



You Have A **High Risk** Of Leaky Gut, And Here's What That Means:

LOW  HIGH

### 3. State the problems the person has, then provide good information about those issues or how to overcome them.

This is the “useful” part of the quiz — it’s why they sat through the thing in the first place! Make sure to build trust by providing useful and/or insightful information.



#### Managing Self

Great leadership begins with a strong sense of self. The ability to self-manage as a leader doesn't only enhance leadership capabilities and build executive presence, but it makes you a balanced individual who thrives in all business aspects. Self-aware leaders are able to make room for professional improvements, set developmental goals for themselves, and drive innovation.

### 4. End with a strong next step.

Present them with a possible cure to their problems or an option that helps them find out more information (a product, next touchpoint, or webinar, for example).



#### How to Solve Your Leaky Gut and Reverse Chronic Illness

Learn the formula that 1000's of others like you have used to stop and reverse chronic health complaints (even ones that most doctors think can't be fixed).

o 8pm EST Webinar: I'd like to attend on Tuesday, Sep 11th.

  
  
[REGISTER NOW](#)

# Next Steps

## Stop Wasting Your Marketing Dollars

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Get 100% clarity on where your leads come from, how they act, and how much your marketing is really worth.



**Start Your 14-Day Free Trial**

[SegMetrics.io/signup/](https://SegMetrics.io/signup/)

### Customer Voices

“With Infusionsoft, reports that should be available with a few clicks just aren't there. **Segmetrics changed that for us.** Now we can see exactly which leads are most profitable and where our biggest opportunities lie. Segmetrics is like your marketing crystal ball.”

**Chris Mason — Automation Marketer at Titans of Direct Response**

