

20 Incentive Ideas for SaaS Survey Participants

*This is an extra resource to go along with the original article:
[Survey Says! How to Effectively Survey Your Customers](#)*

Here's a list of incentives that you can offer to your survey participants.

1. Admittance to a membership site
2. Amazon gift card
3. Audiobook
4. Case study
5. Discount code for the next subscription renewal
6. Discount for additional services
7. Donation to charity
8. eBook
9. Email course
10. Entrance onto a waiting list for an upcoming product
11. Event tickets (seminar, conference, meet up, *etc.*)
12. Free consultation
13. Free trial for a new product
14. Guide
15. Physical swag (t-shirt, hat, coffee mug, *etc.*)
16. Quote/price estimate
17. Raffle for a big prize (laptop, tablet, cell phone, *etc.*)
18. Report
19. Resource (such as calculator, toolkit, templates, planner, *etc.*)
20. White paper