



Uses for Your Chalk2Me List Widget

Chalk2Me Lists can be embedded on other web pages and used as a widget to collect information. There are many benefits derived from embedding a list for businesses and groups of any kind. Widgets are easily created in the Chalk2Me system and embedding them is as simple as copying a single line of code into your webpage. Once embedded it is the easiest possible way to collect any type of information. Once information is collected, it can be exported for analysis, or Chalk2Me's powerful messaging capabilities used to instantly reach a mass of submitters targeted by the data that they've submitted.

1. **Business Use: Collecting Customer Contact Info**

Businesses often want to collect contact information for their customers or visitors to their website. Rather than contacting a vendor to build a tool into their site, businesses can create a widget as soon as they've obtained a chalk2me account that is inexpensive and more powerful than any in-house solution. A widget can, for example, be created to record customer name, geographic location, interests and contact information. Once created the widget can be added directly to their website, while run and managed by Chalk2Me servers. As visitors to the business's site submit information through the widget, the business can easily view information by logging into Chalk2Me. Finally, the business can easily reach targeted customers by a message to visitors that have submitted data through the tool. Messages can be sent based on how users have filled out the form, and since Chalk2Me servers will be used you'll know that your message will be reliably delivered.

A screenshot of a Chalk2Me widget form. It includes a text input field for "Your Name", a dropdown menu for "What Products Are You Interested In?", a question "When should we reach you?" with two "From:" and "To:" input fields, another text input field for "What is your email address?", a "Sign up!" button, and a "Powered By" logo.

2. **Club Use: Understanding your Club**

Clubs that have grown beyond a few members may find it difficult to act as one group. Similar to the Business Use one widget can be used to collect contact information for your whole club. A Chalk2Me widget can also be used to easily poll every group member for their thoughts on the group and its actions. A widget can be created that asks where the users would prefer to hold next weeks' meetings. Rather than having hundreds of members send you an email, they can input their thoughts on a widget and you can neatly view the results in a spreadsheet, exported by Chalk2Me. Finally if you ask for a contact medium on the widget, you can send a different message to people that have voted for different options. For example you can send a message to only the people that preferred the meeting place that has not been selected.

A screenshot of a Chalk2Me widget form. It includes a text input field for "Your Name", two checkboxes for "Are you a CU student?" and "Will you attend our events?", a dropdown menu for "How can we reach you?", a "Sign up!" button, and a "Powered By" logo.

3. **School Use: Reaching Your Parents**

It is a difficult for a school to effectively communicate with all of their students' parents. A Chalk2Me widget can be used to easily hear from every parent. The school can create a standard widget that collects a parents' name, students' grade and contact information. The school can then log into chalk2me and easily send a message to only the 10th grader's parents. The school will then also have up to date parent information on file by exporting the list of submitted data.

A screenshot of a Chalk2Me widget form. It includes a text input field for "What is your name?", a dropdown menu for "Penn State", a question "How are your children classified?" with four checkboxes for "Freshman", "Sophomore", "Junior", and "Senior", a dropdown menu for "-Select Your Medium-", a "Sign up!" button, and a "Powered By" logo.