



If you're looking for an easy way to create forms for your website, emails, or event, give Google Forms a try. All you need is a free Gmail account

Forms are a great way to collect data about your target market. With the [new, marketing data privacy laws](#) for mobile devices and social media, this tip couldn't have come at a better time.

When would I use Google Forms?

Collecting information about your target market is a key to developing effective marketing campaigns that help you reach your business goals, e.g., sales, leads, brand awareness, research and development, and more.

Google Form Creation

1. Login to your Gmail account.
2. From the top-right corner, click on the application icon and choose Forms.
3. Either choose from among the templates or create a blank form.
4. Enter the form title in the top-left corner of the new form.
5. Click a form field to edit it and add a question.
  - Use the dropdown box next to the field to choose the field type, such as multiple-choice, checkboxes, short answer, and so on.
  - The floating toolbar on the right lets you add more form fields. From the top-right menu:
    - Change the form color scheme,
    - Preview the form,

- Use the Send button to share the form, and
  - Access extra options, including add-on installation.
6. Once the form is complete, click Send in the top-right corner. You have the option to:
    - Send via email, which will distribute the form through Gmail.
    - Create a link that may be shortened, included in an email, or shared directly to Facebook or Twitter.
    - Embed the form onto a web page using an iframe.
  7. Once distributed, you can switch from the Questions tab to the Responses tab in your form editor to see results. If desired, you can link results to a spreadsheet too.

### Google Form Options

Google forms include 12 field types:

- 9 question types
- Text
- Photo
- Video

As you build the form, switching question types is easy. Use the side-bar menu (+) icon to add a new question. You can also choose the Required option for fields, e.g., email, phone, etc.

To make each question stand out, you can also add an image, either choosing from the Google library or uploading images.

You can also insert a video section within the form, such as a new product demonstration you'd like to get feedback on.

If you want to add sections for different topics or categories, that option is also available on the side-bar menu.

### Can I Create Quizzes?

Yes! This tool is great for online quizzes too. Choose the Quizzes feature using the Settings (gear) icon on the top-right corner.

This option allows you to set point values to questions, as well as automatic grading.

Respondents can see missed questions, correct answers, and point values.

### Important Tips

If you create a form on a business account, you may not be able to share the form outside the organization. For example, I created a form on a college Gmail account I have through a school. When I tried to release the form, it could not be sent to anyone outside the organization.

Click the Settings (gear) icon in the top-right corner of the form to choose additional options, such as email collection, limited form responses, user's ability to edit post submission, and more.

The Settings feature is also where you'd enter a submit confirmation message and where you'd choose to shuffle questions or to show a progress bar.

### View a Google Form in Action

I've crafted a simple Google Form for a course I'm teaching. I've added Google Graphics, required fields, two checkbox questions, and one fill-in-the-blank question. [View the form](#) to see it in action.

For more information and tips about Google forms, view these resources:

- [Create Beautiful Forms](#) (Google)
- [How to Use Google Forms](#) (Zapier)
- [How to Use Google Forms - Tutorial for Beginners](#) (Simpletivity video)