## Creating an Online Community Panel



### First, create your strategy.

- Who should join?
- · How often will you engage with them?
- What kind of input will you seek?
- How will you keep them engaged?

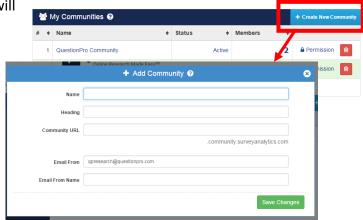
#### Next, gather the information.

- Use your existing customer lists.
- Determine the demographics that matter to your strategy.
- For retail, consider customer value versus customer purchase frequency.



### Now, create your panel and start inviting members!

- QuestionPro → Integrations → Panel Management → Log in
- Click +Create New Community and fill in the details.
- Add profile fields new members will need to complete.
- Choose your incentives.
- Start promoting your community portal link!





### Best Practices: Online Community Panels

### What is an online community panel?

- 1. Own research group for surveys and focus groups.
- 2. Combination discussion group and research group.
- 3. Owner-driven activity, with access to member information for analysis.

# What screening questions should I ask potential community members?

- 1. How often would you be willing to participate in short, online surveys?
- 2. Would you be willing to participate in online focus groups?
- 3. What is your primary reason for wanting to participate?
- 4. Demographics (location, age, gender, purchase frequency).
- 5. Any others that match up with your particular community engagement strategy. Consider the projects you intend to run with your participants.

### **Engagement strategy tips**

- 1. Dedicate time each week to check in with your community. Moderate discussions, answer questions, and run quick polls with your community if you don't have surveys to field.
- 2. If you can't use rewards, there are lots of alternatives, such as letting members earn badges!
- 3. Create engaging content learn the hot topics your community is interested in and create surveys about those topics.
- 4. Use the feedback from your community, then tell your community how their feedback has been used.

