

# How to build an online community panel

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# Housekeeping

- Recording will be made available
- Use Q&A module to ask questions



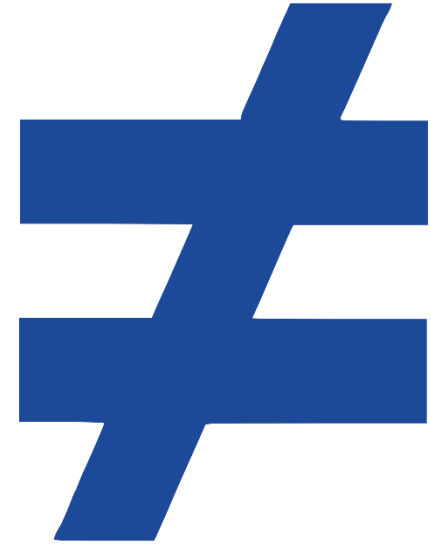
# What we'll cover

- Definition
- The case for online community panels
- How to build an online community panel
- Screener questions
- Demonstration of QuestionPro + Communities integration



# Defining online community panels

- Is *not* a traditional online community.
  - Surveys and focus groups vs moderated forum.
- Is *not* an email campaign.
  - Research participants vs marketing emails.
- Is *not* a social network.
  - Driven by owner vs participant-driven.
  - Owners can analyze member activity vs no ownership of member info.



# Why build an online community?

- Tailored design that extends the brand experience
- Willing research participation
- Own research group to test ideas
- Invested stakeholders in your organization
- Increase brand loyalty
- Decrease time-to-field for questionnaires
  - 3x faster, 10x cheaper



# Community building best practices

- Start with your strategy.
  - Who should join?
  - How often will you engage with them?
  - What kind of input will you seek?
  - How will you reward them?
- Gather your customer lists.
  - Frequent buyers vs high ticket buyers.
  - Value may not matter as much as frequency.
- Invite customers to the community.
  - Start small with a targeted group.
  - Go big and open it to anyone and everyone.
- Keep them engaged.
- Keep the surveys short.



# Participant screening questions

- How often would you be willing to participate in short, online surveys?
- Would you be willing to participate in online focus groups?
- What is your primary reason for wanting to join the community?
- Demographics
  - Location
  - Age
  - Gender
  - Income level
  - Frequency of interacting with your organization

# Let's dive in!





# Thanks for attending!

- Request a 1:1 demo at <http://1v1demo.questionpro.com>
- 24/7 live support available! <http://questionpro.com/help>

