

# 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!

#	Name	Status	Members	Permission
1	QuestionPro Community	Active		

  

+ Add Community	
Name	<input type="text"/>
Heading	<input type="text"/>
Community URL	<input type="text"/> <small>.community.surveyanalytics.com</small>
Email From	<input type="text"/> <small>qpresearch@questionpro.com</small>
Email From Name	<input type="text"/>
<input type="button" value="Save Changes"/>	

# 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.