

EBOOK FOR THE CORPORATE RESEARCH SECTOR

INSIGHTRIX COMMUNITIES



insightrix[™]
COMMUNITIES



Obtaining input from consumers is an important and challenging aspect of modern marketing and corporate research.

Insightrix Online Community software helps corporate researchers obtain honest and candid feedback from consumers without the chaos often found in social media.

INSIGHTRIX ONLINE COMMUNITY SOFTWARE

User-friendly software.

**Training and leave-behind
tutorials provided.**

**On-demand corporate
research expertise.**

**Cost competitive,
Canadian hosted platform.**

**Unlimited engagements
when you want, at no
extra cost.**



Research story-telling requires the “why” be answered.



Insightrix Online Community software allows you to engage your target audience with next generation communication:

brand engagement
employee engagement
usability testing
voice of the customers
ad testing

THE “WHY” REQUIRES OBTAINING A DEEPER UNDERSTANDING OF CONSUMERS



**GO BEYOND TRADITIONAL FORMS OF RESEARCH SUCH AS
SURVEYS AND FOCUS GROUPS.**

Engage your consumer.

Test your ideas.

Understand motivations, feelings, views and concerns.

Inform your corporate process.

Answering the “why” can help you avoid marketing blunders.

In a marketing environment with high pressure to produce rapid marketing content, perception of the necessity of proper testing can get lost.

But it is still important.

Avoid creating costly ads that need to get pulled.

Avoid negative backlash for an oversight in context or tone.

Gather input from both inside and outside the company.





Answering the “why” allows the researcher to pull together the story

Surveys/polling to present high level overviews.

Analytics for deep dives and segmentation.

Group discussions.

One-on-one discussions.

Videos and pictures showing “in the moment” experiences.

Video dialogue explaining customer experience.

WE CAN HELP YOU

We know what it takes, and can help as much (or as little) as you want.



RECRUIT appropriate members and offer suggestions on how to show they are valued.

Provide **FEEDBACK** to respondents to show how their information is being used.

DESIGN surveys to gather rich information.

MAKE STRATEGIC DECISIONS



THE ONLY OPINIONS OF YOUR BRAND THAT MATTER ARE THOSE OF YOUR CUSTOMERS.

An Insightrix Online Community allows you to create an advisory board of consumers, and let's you resonate with the people you're trying to target. This lets you learn how your brand functions in their lives, and will validate your assumptions in a co-researcher relationship with your customers.

BUILD YOUR BRAND

People will always talk about your brand, it's not a bad thing.

What is important, however, is having control over the brand conversation, shaping the conversation, representing yourself as accessible and engaged, and participating in the conversations your customers are having about your brand.

The dialogue around a brand can serve corporate researchers in a number of ways. You can ask loyal brand customers about their brand memories, which will help you understand about past brand positioning to either capitalize on successes of the past, or avoid repeating mistakes in the future.

Brand conversations will allow you to gauge what works and what doesn't through input from your consumers. You can also measure the success of past initiatives and use the info to help build your brand campaigns.



THE IMPORTANCE OF ENGAGEMENT

Setting

A re-branding initiative by one American state was faced with a nightmare as they failed to build resident buy-in to the state's new re-brand.

Challenge

The state wanted to create a new logo and slogan to cast themselves in a new light, attracting tourism and increasing business. Within a week of the launch, the head CMO resigned and a full-fledged mockery of the state's attempt to re-brand was in full swing.

Problem

First, the slogan failed to connect and opened itself to widespread mockery. The slogan was confusing to most and opened itself up to all sorts of Twitter jokes. Secondly, the problem was compounded by the marketing materials which contained images that were not from the state itself; some were from Iceland, others from states other than their own.

Reflection

The governor acknowledged some blunders: "We didn't do nearly enough public engagement before rolling out the campaign." Nor did they get "stakeholder engagement and buy-in" in advance. The problem wasn't money, but rather a lack of engagement with the community which would have gone beyond the market research on favored taglines.

Solution

Using Market Research Online Community software early on could have allowed citizens involved in the community to take part in the re-branding, including input on slogans and logos, as well as testing. Allowing the public to take part in providing feedback and being a part of the process would have helped identify red flags that could have been avoided, providing a sense of ownership with the final product, as well as providing context for the final roll-out.

MANAGE BRAND CONVERSATIONS

Sometimes best efforts fail. And people always talk. Do not run away- participate!

Redefine the situation

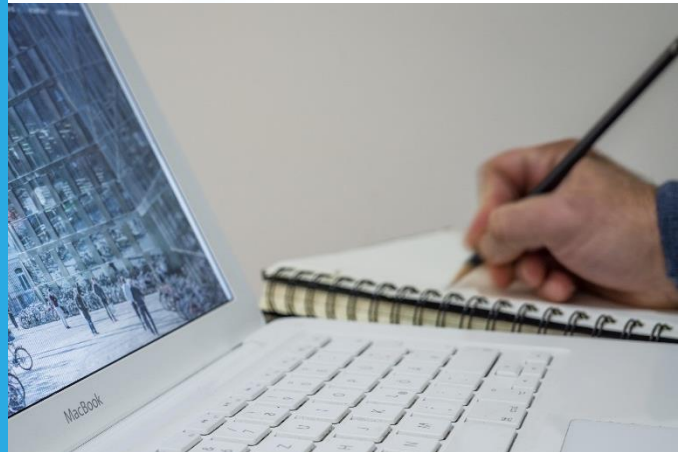
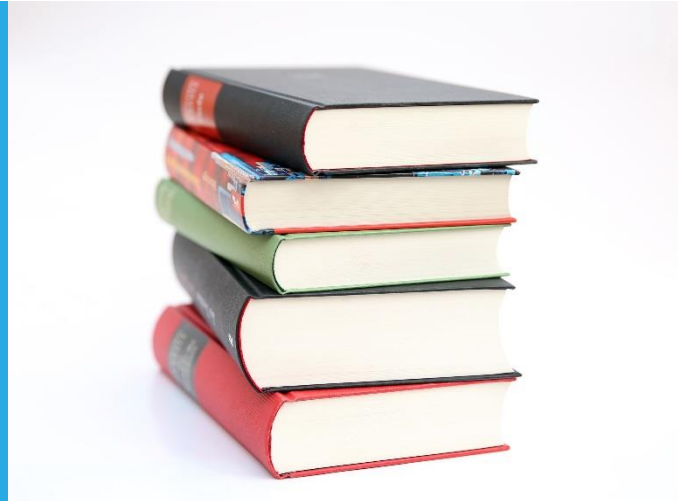
You have the opportunity to engage with dissatisfied people, determine the source of their unhappiness and offer something to win back their loyalty to your brand/business.

Be active in the experience

You have the opportunity to engage in dialog and be “active” in resolving customer complaints.

You have control

You have the ability to remove abusive posts.





AVOID BRANDING MISTAKES

New markets are tricky to enter.

Some marketing campaigns can be considered off-side with the cultural tone of a new market. For this reason, it is important to understand the context of the new market you are entering. Social media monitoring is unreliable and superficial. Despite years of education and experience- you are not the expert- your customers are. It is important to dig deeper to learn about your customer base with ad testing, brand perception questions and customer experience feedback for the most effective customer engagements and interactions.

ENGAGE. TEST. REPORT.



Test a pilot project
with a control
group.

Test an ad before
campaign launch.

Test the perception
of packaging before
mass production.

Test the integration
of a product into a
new market.

SAVE MONEY. FACILITATE EFFECTIVE FEEDBACK.

An Insightrix Online Community eliminates the need for prolonged meetings, and lengthy and expensive focus groups.

Target your activities. Gain opinions from the people who matter most.

Profile surveys collect demographic information from community members, allowing you to effectively target your research, and control who is invited.

Use your community to test internally. Employees can participate in forums and surveys- at their own time, wherever they are.

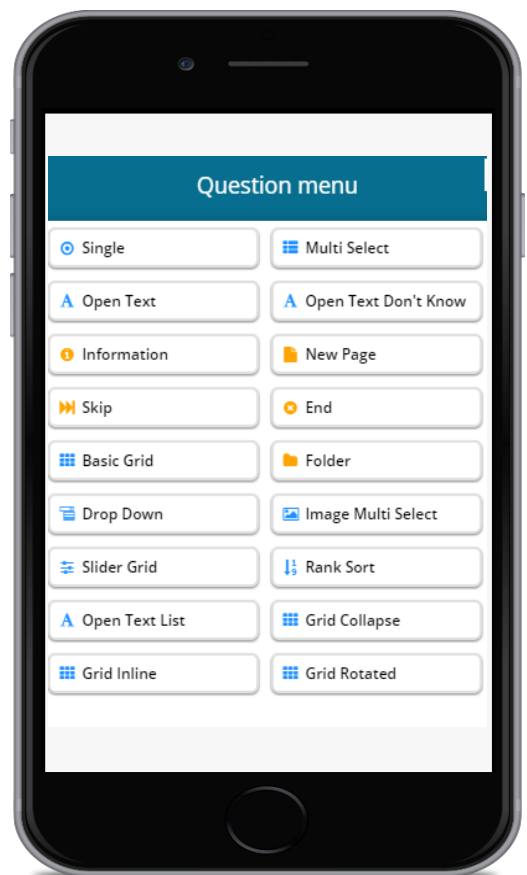


MULTI-TOOL APPROACH

Tool Capabilities:

Basic question types available:

- Single, Multi, Grid, Open Text, Ranking.
- Images, Files, Audio, Video can be easily included in the questions through a drag and drop file uploader.
- Skip logic, randomization (with anchoring), question masking / answer masking.
- Advanced tools available as well (detailed in following slides).

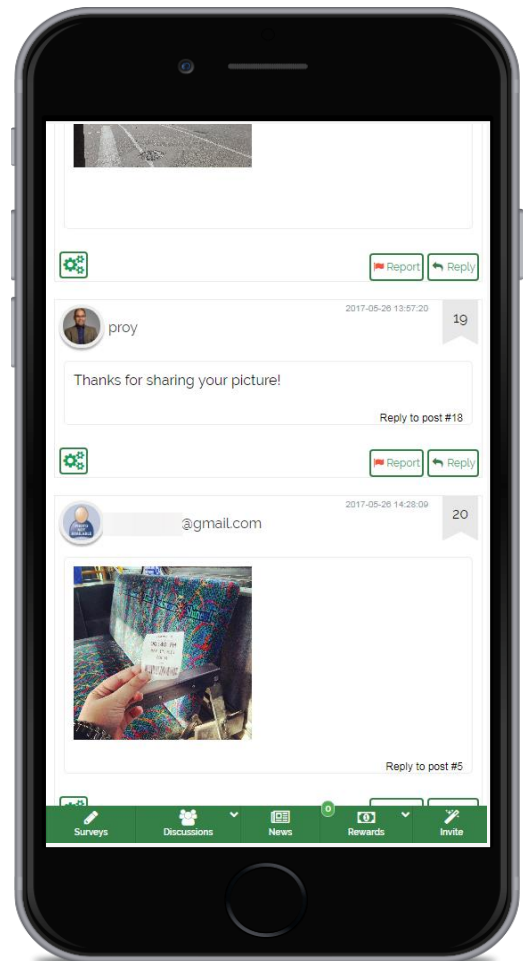


MULTI-TOOL APPROACH

Tool Capabilities:

Conduct qualitative research exercises with large or small groups.

- Bulletin Board Style
- Diary Mode Style
- Multimedia tools – participants upload images, videos, and other files directly from their devices
- Filtering tools to control participation in groups

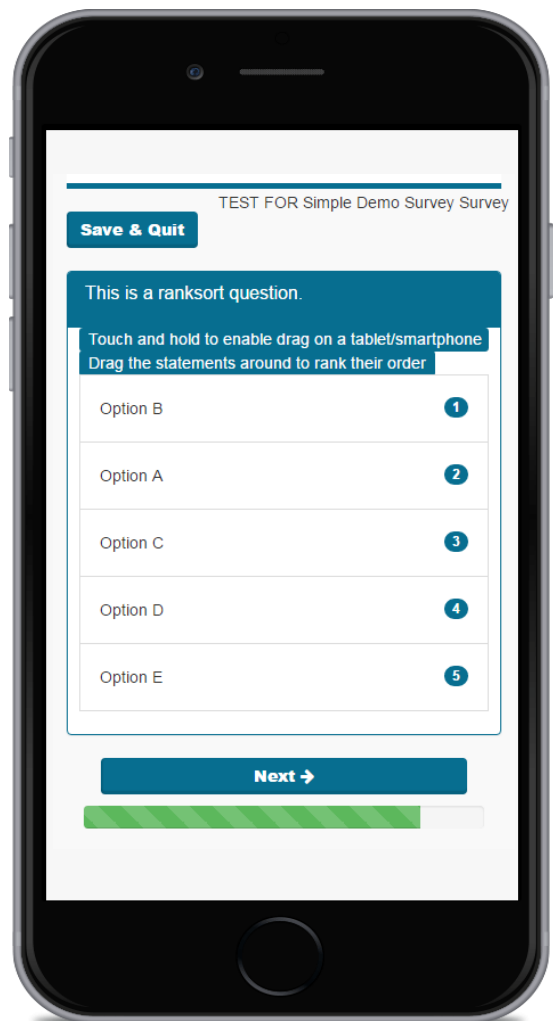


MULTI-TOOL APPROACH

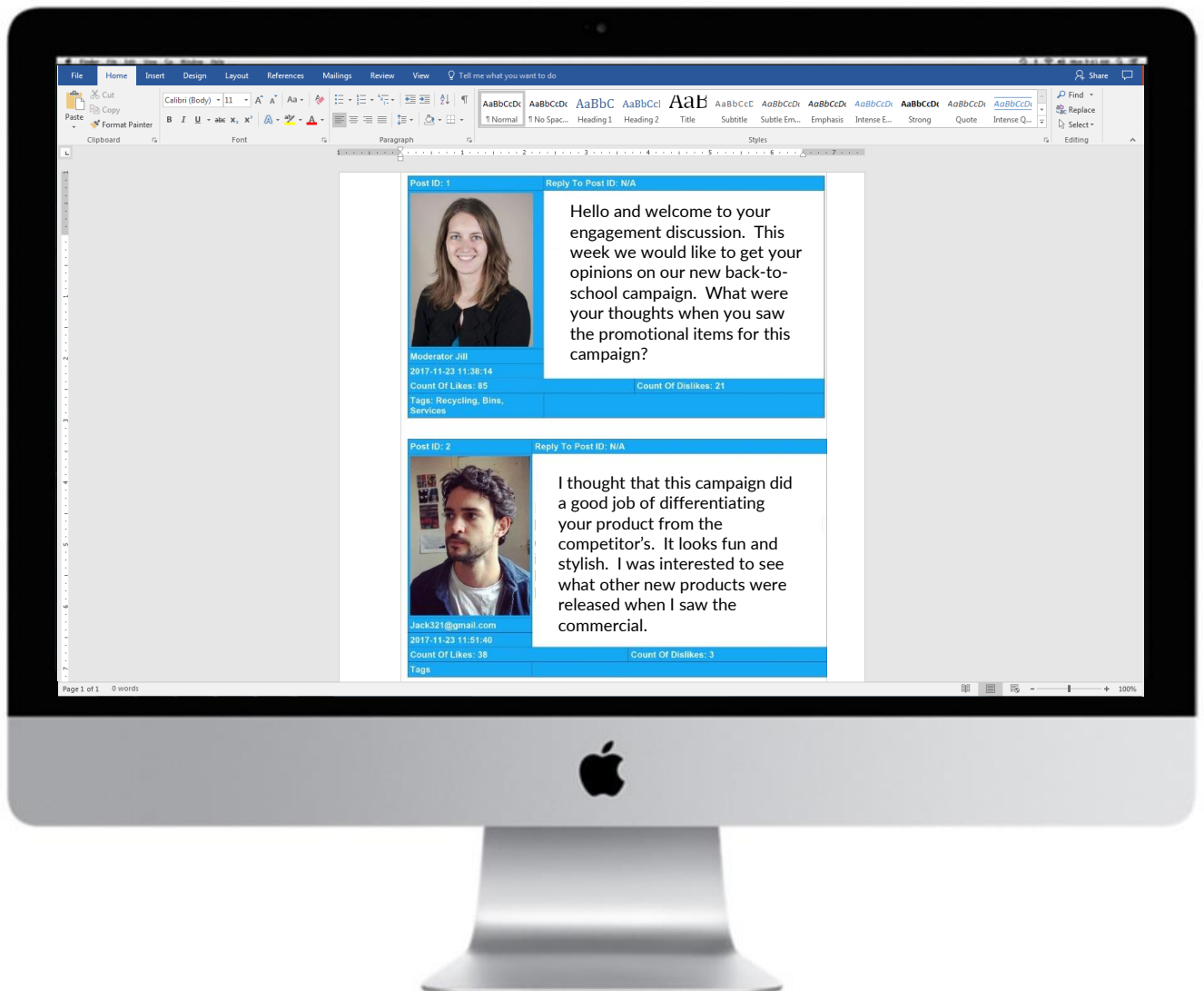
Tool Capabilities:

Surveys accessible on computers and mobile.


- Fully mobile optimized web application which automatically adapts for the device used to access it.
- The community experience is consistent - whether the community member uses a desktop, laptop, tablet, and or smartphone.
- This approach maintains brand consistency and user experience as the device used to access the software does not affect (or limit) the appearance or function.
- Easily tag data, and click to export findings that can be categorized and sent as you like.



QUALITATIVE REPORTING EXPORTS



BULLETIN BOARD STYLE DISCUSSION GROUPS








Jacob.Redding@demo.insightrix.com

2017-08-16 10:38:28

1

It looks kind of boring and cheap. Does not impress me.

 0  10  Report  Reply








Sarah.Larken@demo.insightrix.com

2017-08-16 10:43:41

2

I like it! Looks simple and basic, in a good way. I feel like the product will be what-you-see-is-what-you-get.

 0  11  Report  Reply








Jackie.Craig@demo.insightrix.com

2017-08-16 10:47:16

3

I like that it doesn't try to hard to be fancy. I feel like I would get good value.

 0  3  Report  Reply








Lynette.Sanders@demo.insightrix.com

2017-08-16 10:49:21

4

This looks the same as another brand. It's confusing.

 0  7  Report  Reply



John.Cutter@demo.insightrix.com

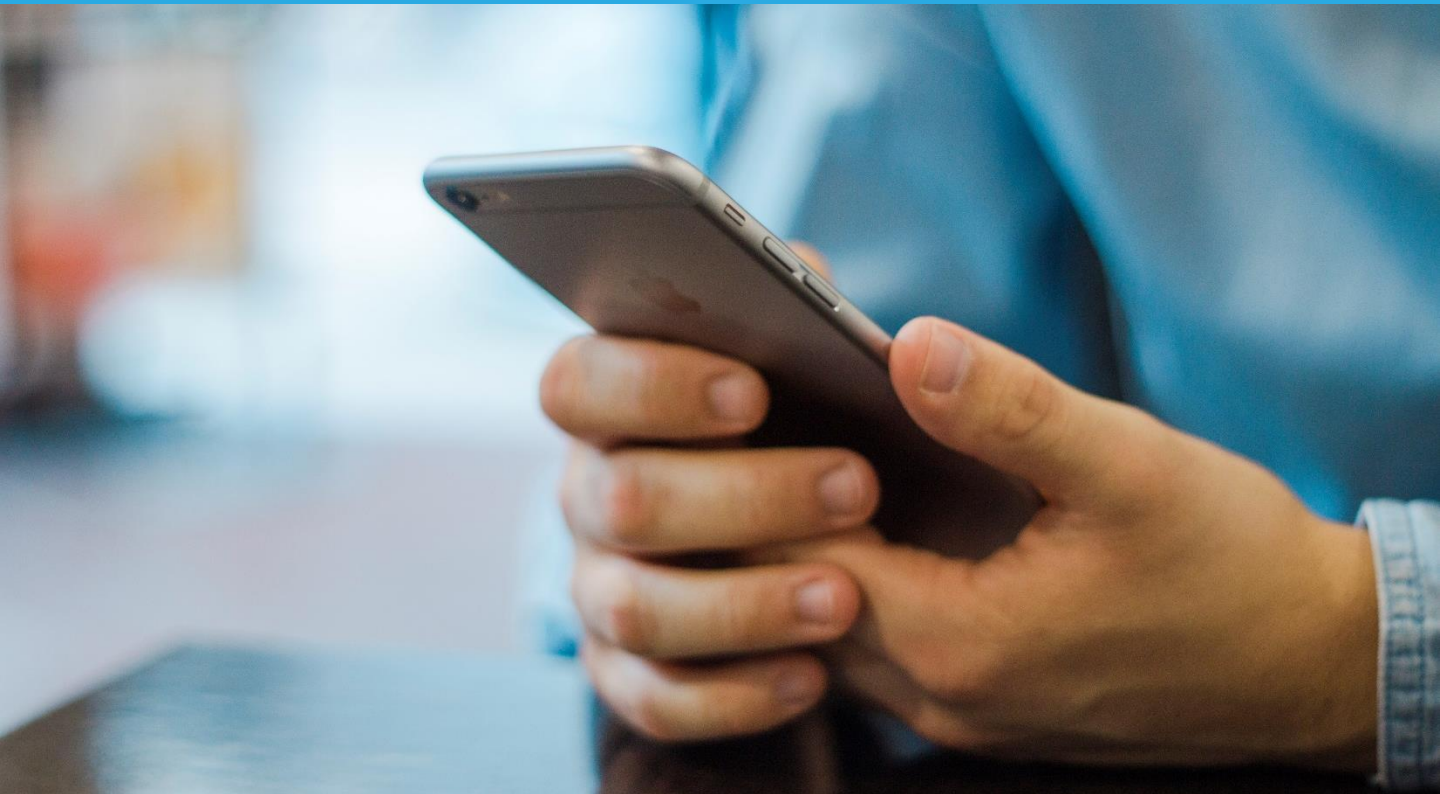
2017-08-16 10:53:41

5

It looks "small town", not impressed



CONSUMERS ARE ALREADY FAMILIAR WITH THIS METHODOLOGY



Instant. Understood.

Consumers already share their thoughts and in-the-moment pictures and videos through Social Media. Tap into this receptiveness to shared communication.

This will add value with things such as benchmarking individual opinions against the opinions of other members.



INSIGHTRIX ONLINE COMMUNITY SOFTWARE IS THE MEDIUM OF COMMUNICATION BETWEEN CONSUMERS AND CLIENTS.

“[It] was interesting to see other’s opinions and values. A lot of the answers were very well thought out and people put some quality thoughts into their responses. [It] was actually nice to read some others’ viewpoints that were not so negative like the social media posts out there.”

- Anonymous Community Participant

Explore how Insightrix Online Community software can improve consumer engagement.



Call us: 1-306-657-1897
Toll free: 1-833-227-0200

Email us:
communitysales@insightrix.com

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