



Audience Listening Tools

July 16, 2020

Tech Assist: 800-553-8878

STAMATS
COMMUNICATIONS, INC.

615

Upcoming Webinars

10 Things to Know About Research to Make Your Marketing Better

July 21, 2020 at 12:30 p.m. CDT

<https://www.stamats.com/webinars>



Comprehensive digital, brand, market research and creative company



• THORBURN •



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- Data and Research
- Brand Strategy
- Websites
- Brand Creative
- Digital Strategy
- Social Media
- Content Marketing
- Demand Generation
- Audience Management
- Planning and Paid Media

Stamats Higher Education Research Clients



Your Presenters

5



Nadine Brock
Research Director



Jack Sandeen
Research Consultant

Stamats Market Research

Insights That Fuel Action

Qualitative

In depth interviews, focus groups, online communities, ethnographies, journey mapping, usability tests, mystery shopper

Quantitative

Web surveys, website intercepts, panels, conjoint based modeling techniques

Secondary

Academic demand assessments, labor data analytics, digital analytics, client database mining, IPEDS, Census



100+ higher
education clients



30+ years
market research



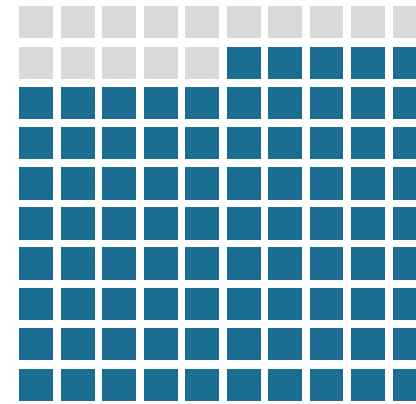
20+ commercial
building brands



500,000+ completed
web surveys in the
last 10 years

Audience Listening During a Pandemic?

- The need to communicate to consumers is higher than ever
- Behavioral or attitudinal changes occurring—yes, and you'd better be on the proactive side of that
- High respondent participation rates
- Huge switch to online approaches
- Consumers want to be heard right now
- Your target market and geographic recruitment area differs from national surveys



play through

80-90%

It's **appropriate** and even **expected** for brands to conduct **research now**

Source: <https://www.qualtrics.com/blog/market-research-during-coronavirus/>

Webinar Objectives

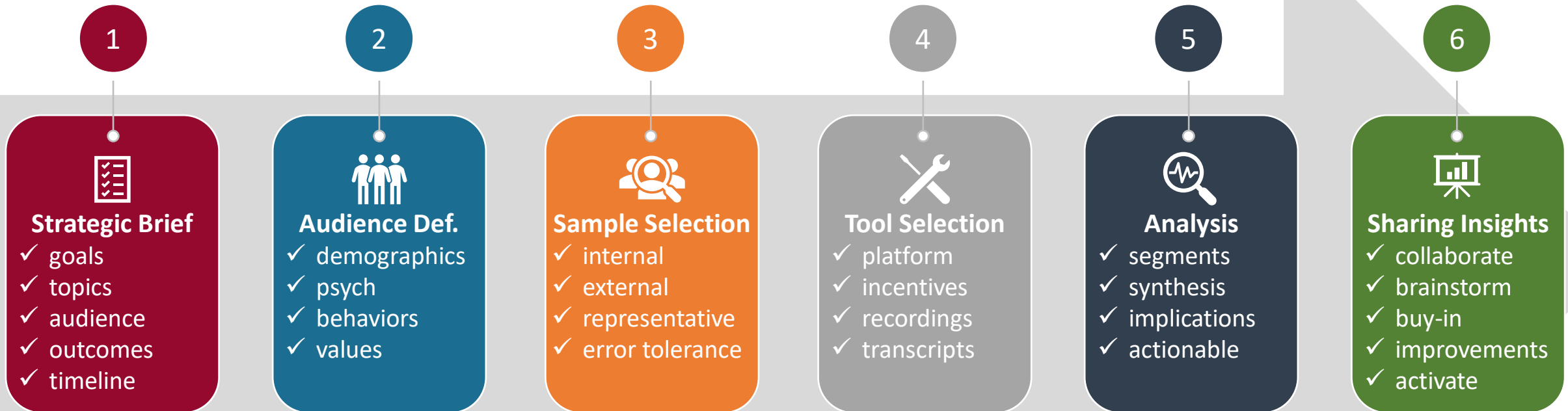
Key Takeaways

- Audience listening tools you can use to listen to audience concerns right now
- Example real-world scenarios for each tool or approach
- Best practices to consider when selecting the right tool

Audience Listening Process

Audience Listening Process

Insights That Fuel Action



Strategic Brief

Insights That Fuel Action

- Research Statement
- Background information that informs the effort
 - Literature review
 - Data analytics
 - Past research and data
- Audience description with demos, behaviors, geographic location—directs sample selection
- Timing consideration
- Tools, resources needed, stimuli necessary—directs tool selection
- Team assignments (point person, team)

Project Strategic Brief

Goal

Ultimately, the information gathered in these interviews will identify product category messages that can be developed to increase the attractiveness of XYZ products and services among commercial property developers, owners and facility managers. The actual copy, platform or message statements would be developed by the editorial staff of agency/department.

Three main explorations are included in these interviews:

- Identify decision making process and persons involved in selecting product category
- Identify key decision-making factors involved in the process
- Understand satisfaction with current provider of produce/service
- Understand tenant/occupant concerns in product category now

Audience Definition

- Commercial property developers, managers, owners and facility managers who manage at least more than 2 commercial properties and more than 500,000 square feet of space
- Sample accessed through BUILDINGS database using screener criteria; client database of up to 100 records will also be supplied
- Up to 20 interviews desired either as single interviews or small group discussions online
- Timeline for results: End of July
- Invitations to survey are blind; sponsor revealed during interview
- \$100 Amazon e-gift card incentive included in the invitation and paid to all participants who complete the interview. Stamats handles distribution.

Outcomes

The results will direct an update of the current sales collateral, website messages, and social media message platform to the decision-makers at larger commercial building properties.

Decision Making Team

Sample provided by sales support team from Salesforce database by _____ DATE.

Questions provided by Marketing team by _____ DATE.

Outreach/Interviews conducted by _____ DATE.

Audience Definition

Examples

- High school students, who are juniors in high school now, live in California, plan to attend college upon graduation
- High school students, who are juniors in high school now, live in California, plan to attend a junior college and then transfer to a four-year
- Currently enrolled college students who plan to transfer to another college, live in California, are considering one of these five schools
- Adult students (defined by age or other criteria), who plan to attend college part-time to complete credits previously earned at our institution
- College students or working adults who plan to earn a master's degree in operations and logistics and live in New York
- Parents of traditional or transfer students who visited the website in the last three months

Sample Selection

Sample (Research Participants)

How Do We Find Them?

- Enrollment/customer/client database
- Social media outreach
- Recruit from an existing effort (i.e., event, ongoing study, etc.)
- Informal research—document and analysis feedback from communication staff or department touchpoints
- Third-party sample providers (panels)
- Email database purchase—BUT BEWARE! (SPAM, GDPR, FERPA, California Data Privacy Act, consent)

Toluna


dynata™

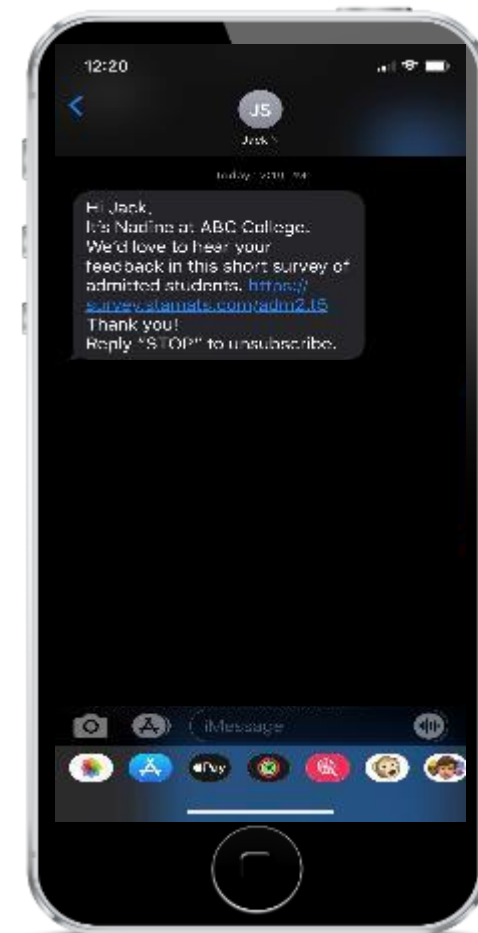
innovate 

 Ipsos

Mobile is Mandatory

Most People can be Reached via a Mobile Device

- Consider collecting mobile numbers from teens so you can text them—they prefer it
- Invitations to participate can be made via text



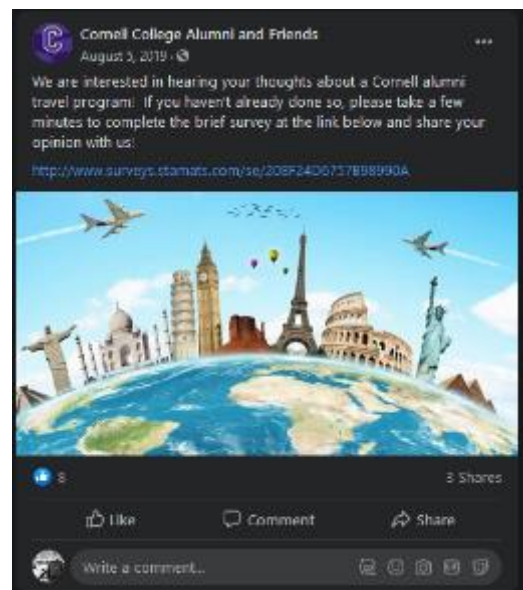
Social Media Multi-Mode Outreach

Example



- The desired target audience was 80% Hispanic, first generation, with high number of immigrant families
- Social media posts on FB, LI, and Twitter
- To boost the sample, text messages with the survey link were sent
- Survey was bilingual; outreach bilingual
- **8 separate audiences; 5,000+ interviews; 13% response rate—during Arizona teacher strike**

Many Options for Research Outreach



Select the website that you wish to post your survey link to.



Take survey for \$15 Amazon.com Gift Card

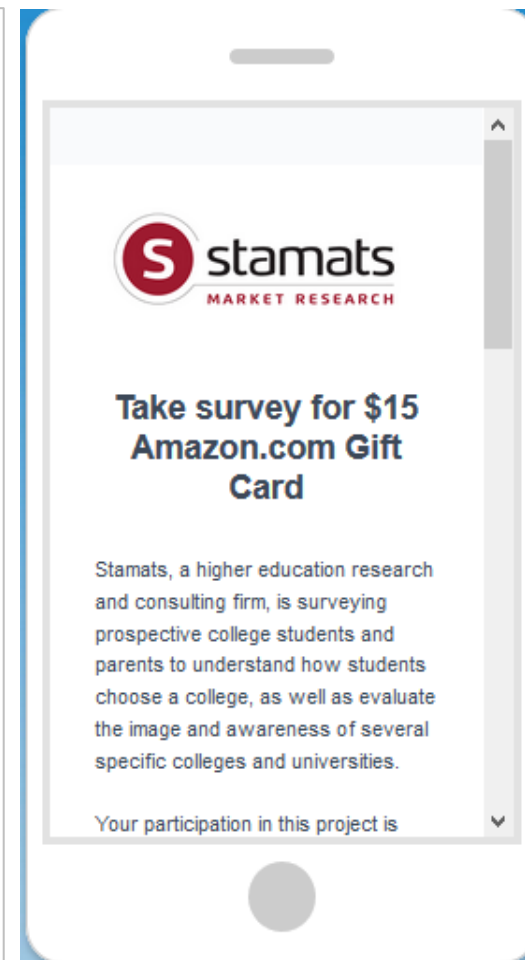
Stamats, a higher education research and consulting firm, is surveying prospective college students and parents to understand how students choose a college, as well as evaluate the image and awareness of several specific colleges and universities.

Your participation in this project is critically important, so please take approximately 12 minutes to answer the following questions. **As a thank you, survey participants who qualify and complete the survey will receive a \$15 Amazon.com Gift Card*.**

Take Survey Now

This survey is strictly market research; we will not attempt to sell you anything or solicit any information from you beyond the scope of this survey. Rest assured all your responses will remain confidential. Stamats will be compiling and analyzing the results.

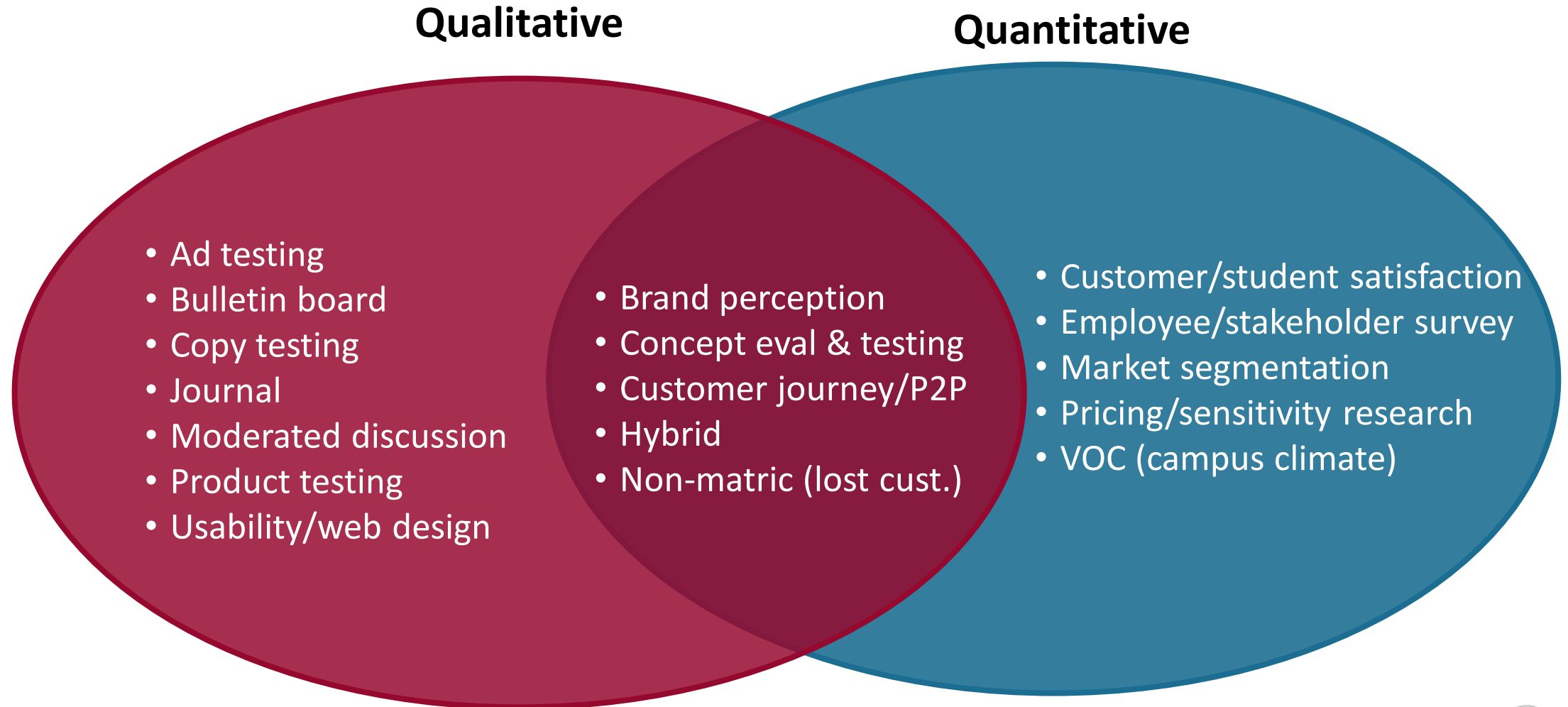
Thank you in advance for your participation in this study.



Select The Right Tool

The best listening tool for your goal

Pick The Right Tool: Use Scenarios



Modern Qualitative



live discussion



interactive exercises

- Structured, moderated
 - One-on-one interviews
 - Small focus group (<6 participants)
 - Large town halls with breakout rooms
 - Planning, coordination, and recruitment
 - Familiar and intuitive platforms
- Homework exercises
 - Interactive markups
 - Real-time polling
 - Live whiteboarding
 - Upload video/audio

Web Conferencing Platforms



Well Designed Incentive Program



- Incentives may boost participation
- Incentives improve show rates to appt.
- Incentives increase attention
- Sweepstakes to enter a drawing
- Summary report after survey completed
- Cash is best
- Pay per completed survey
- Consumer guideline: **\$20-\$30 per 30 minutes of research activities**
- B2B audience: **\$50 per 30 minutes but can be well above that!**

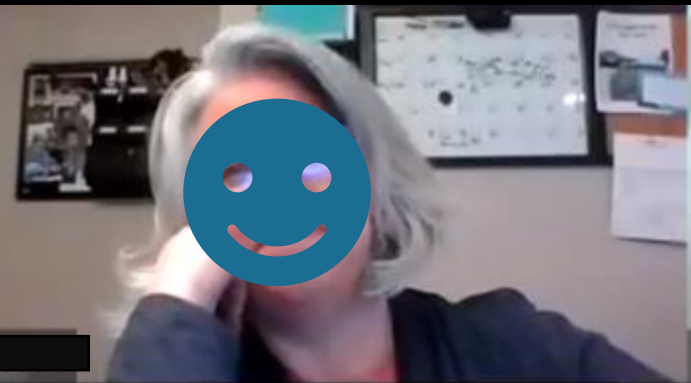
Qual Tools We've Had Fun With

All mobile friendly and COVID-19 approved

Interactive Markup Exercise




Interactive Markup Exercises



Concept:

A well-established, respected faith-based metropolitan university would like to test the feasibility of offering a new kind of on the program for people who desire a highly personalized, flexible approach to learning.



The program is specifically for not, but for a student who would like to use their talents to be a part of the workforce, as well as their ability to earn credentials with real workplace value. The program focus on skill development in the areas of human services, business, technology, and education and features, positive scaling, and critical analysis, as well as building career connections and opportunities for service.

They would offer:

- **Online classes with no in-person class requirements**
- **Real-time feedback and connections that provide recognition of the achievement of work goals**
- **It is not about the amount of work you do**
- **The ability to "flex it up" making the most of your time**
- **The ability to stop, start, and restart on your schedule**
- **Real-time feedback on your progress**
- **Real-time feedback on your progress**

The program is a type of program that would be offered to students who would like to use their talents to be a part of the workforce, as well as their ability to earn credentials with real workplace value. The program focus on skill development in the areas of human services, business, technology, and education and features, positive scaling, and critical analysis, as well as building career connections and opportunities for service.

The program would be aimed at:

- **Students looking for a way to learn and use their talents to be a part of the workforce, as well as their ability to earn credentials with real workplace value**


People with some college credit who are looking to complete their Associate or Bachelor's degree

High school students who want to defer college and enter the workforce, or who want to defer college after school requirements

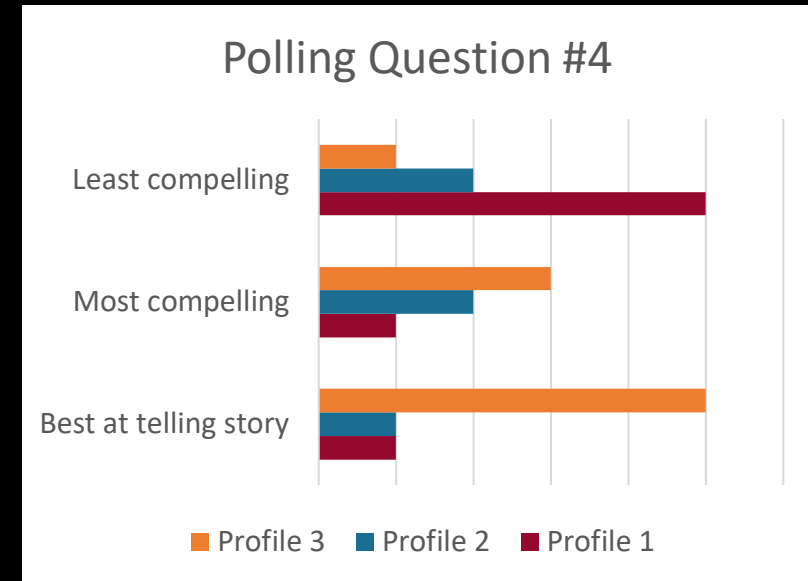
High school students who want to defer college and enter the workforce, or who want to defer college after school requirements

Students who are not currently attending college but are looking for a way to learn and use their talents to be a part of the workforce, as well as their ability to earn credentials with real workplace value

Students who are not currently attending college but are looking for a way to learn and use their talents to be a part of the workforce, as well as their ability to earn credentials with real workplace value



Close- And Open-End Polling



Good Ol' Fashioned Whiteboard Exercises



Jack

Shops at REI
Wears Prana & Patagonia
Drives a Subaru

Not very stable
People talk behind her back
Needs to gain respect

Bland, boring
New kid in town
Listens to Country Music

Decent neighbor
Travis really hard
Watches your cat while you're out of town, but forgets to water your plants

Drinks PBR
Has a moustache
May crash on your couch for months

Trustworthy
Can't quite get their act together
Eats at Panera a lot

Used car salesman
Mid 30s
Desperate, needy at times

Socially awkward, but nice
Bland
Drives a Toyota Camry

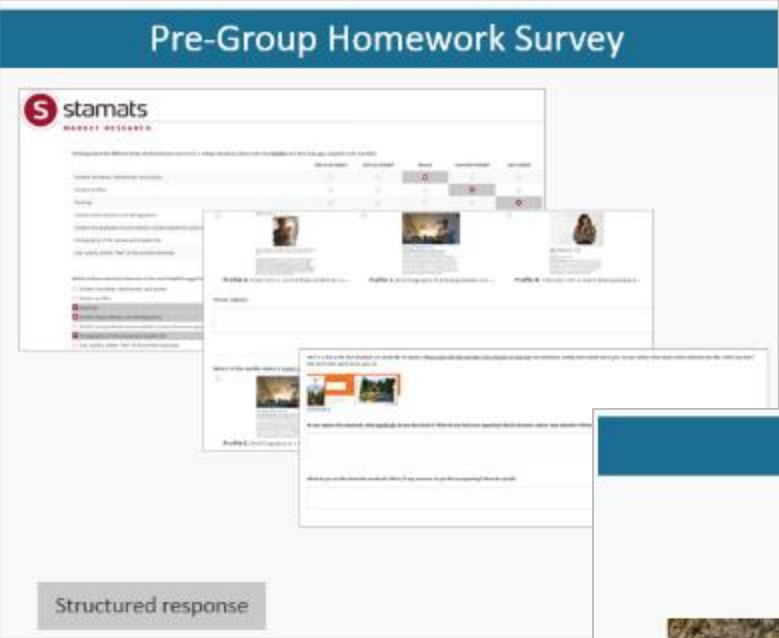
Lots of baggage in past
Unsure of their intentions
Just can't get their act together

Classic jock
Prat boy
Just out of college, not sure what to do

University
YY

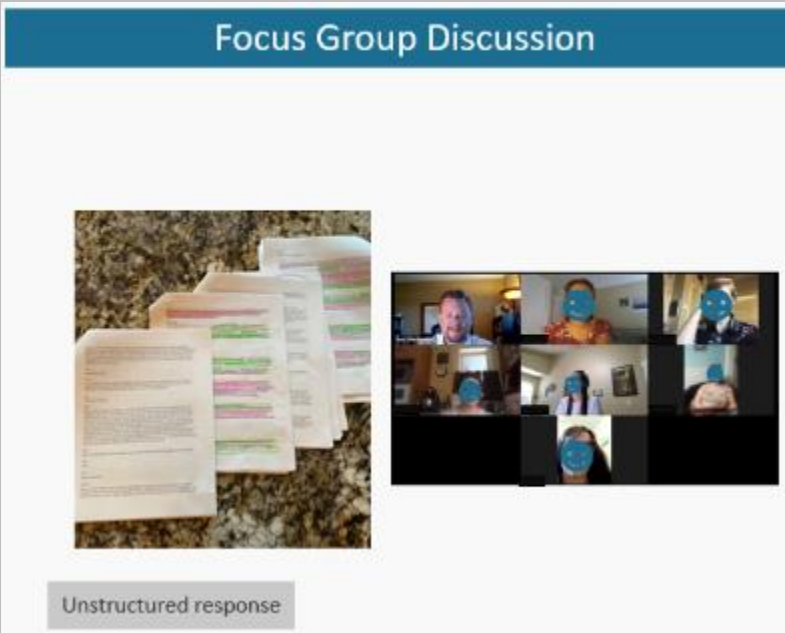
Hybrid: Add Survey For Deeper Understanding

Pre-Group Homework Survey



Structured response

Focus Group Discussion

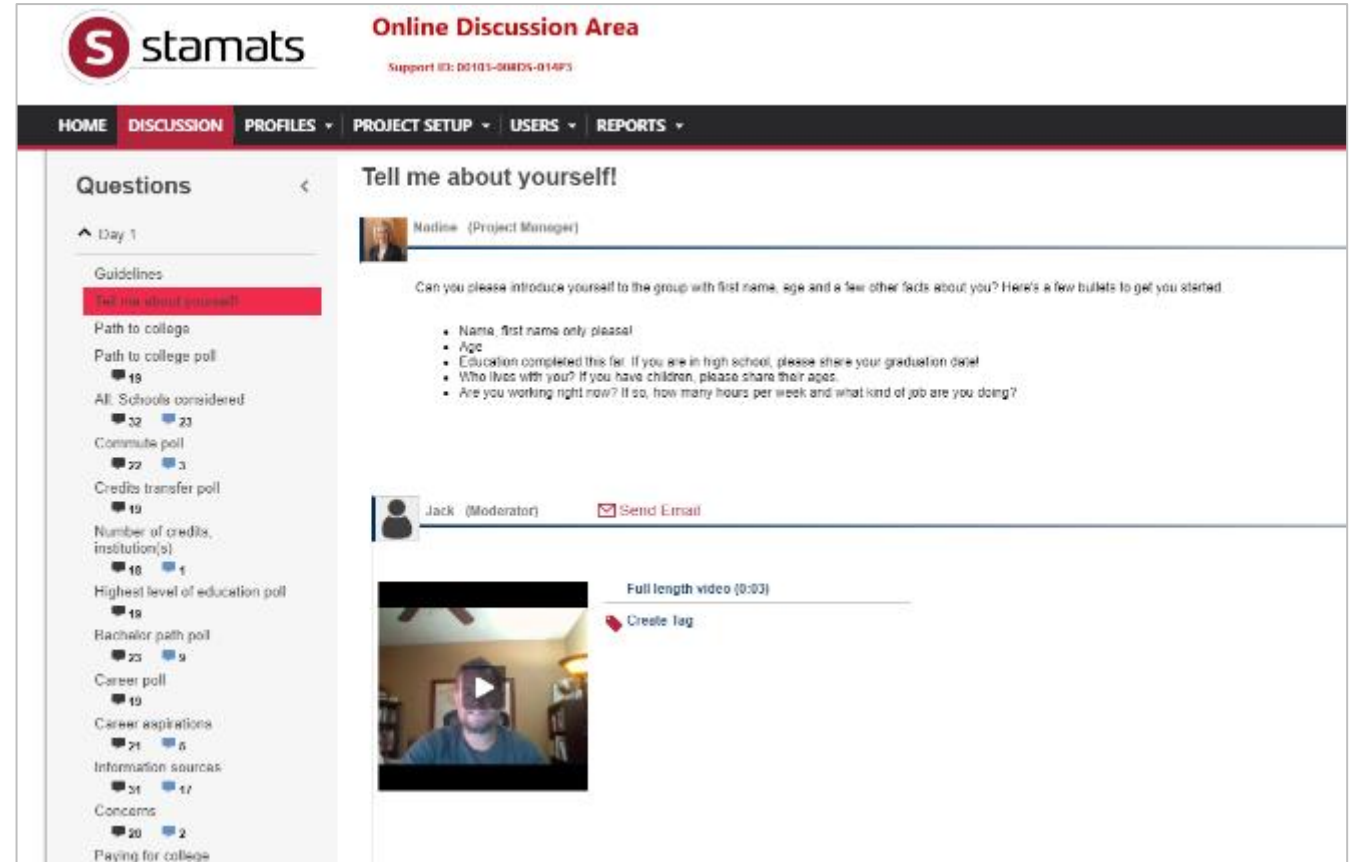


Unstructured response

- Preparation for group
- Review and familiarize with materials, pre-group
- Shared initial feedback; ID what needs deeper exploration
- Supplement qual analysis with combined group quant

Bulletin Board—Asynchronous

- Many platforms allow you to ask participants to upload images or videos of themselves in their natural surroundings interacting with certain stimuli
- These can be powerful
- They're used to sharing videos and pics—something they do every day



Qual Tips



Pro Tips



Advice

1

Budget: enough time and incentive \$ for recruiting

- 5 – 10 days for recruiting and scheduling (more for screening & participation rates)
- \$25 – \$150+ per participant
- Screening should have open-end responses—how will they perform in discussion?

2

Adapt moderator guide for online environment

- Don't be tempted to simply drop your in-person guide into an online group
- Discussion flow and interactivity is very different
- May need more direct questions—responses may not flow as organically

3

Find an independent discussion moderator!

- Puts participants at ease. More candid and honest feedback
- Participants hold back if moderator is “in-house”
- Moderator sticks to the task; not defensive or “salesy”

Qual Tips



Pro Tips



Advice

4

Allow “backroom” observers?

- Determine if you want your team as observers
- Passive, “hidden behind the glass”
- Restrict video and chat permissions during participant intake (certain platforms)

5

Show empathy and gratitude

- Just as important as the monetary compensation
- Don’t overstay your welcome. No more than 30-60 minutes
- They’re letting you invade their life for an hour

6

Be open-minded

- Methods inherently welcome critical and creative thinking
- Listen for cues, observe facial expressions, and unconventional opportunities
- Exhibit unconditional positive regard for respondents
- Feigning ignorance can go a long way!

Data Analysis and Reporting

Data Analysis/Report/Share

Use What You Have

- Excel—might not need Sawtooth, SPSS, R
- Transcriptions and recordings – find quotes, observations
- Make a video/audio reel, use photos of real people
- Write summary and key takeaways – ANSWER THE RESEARCH QUESTION
- Data visualization – what do you need to tell the story? Could be very simple...
 - Persona page
 - Journey map
 - Maps
 - Decision diagram
 - Infographic, one-sheet
- **Share Strategy – Workshop? Google docs? Intranet? Presentation? Dashboard?**

Heatmapping

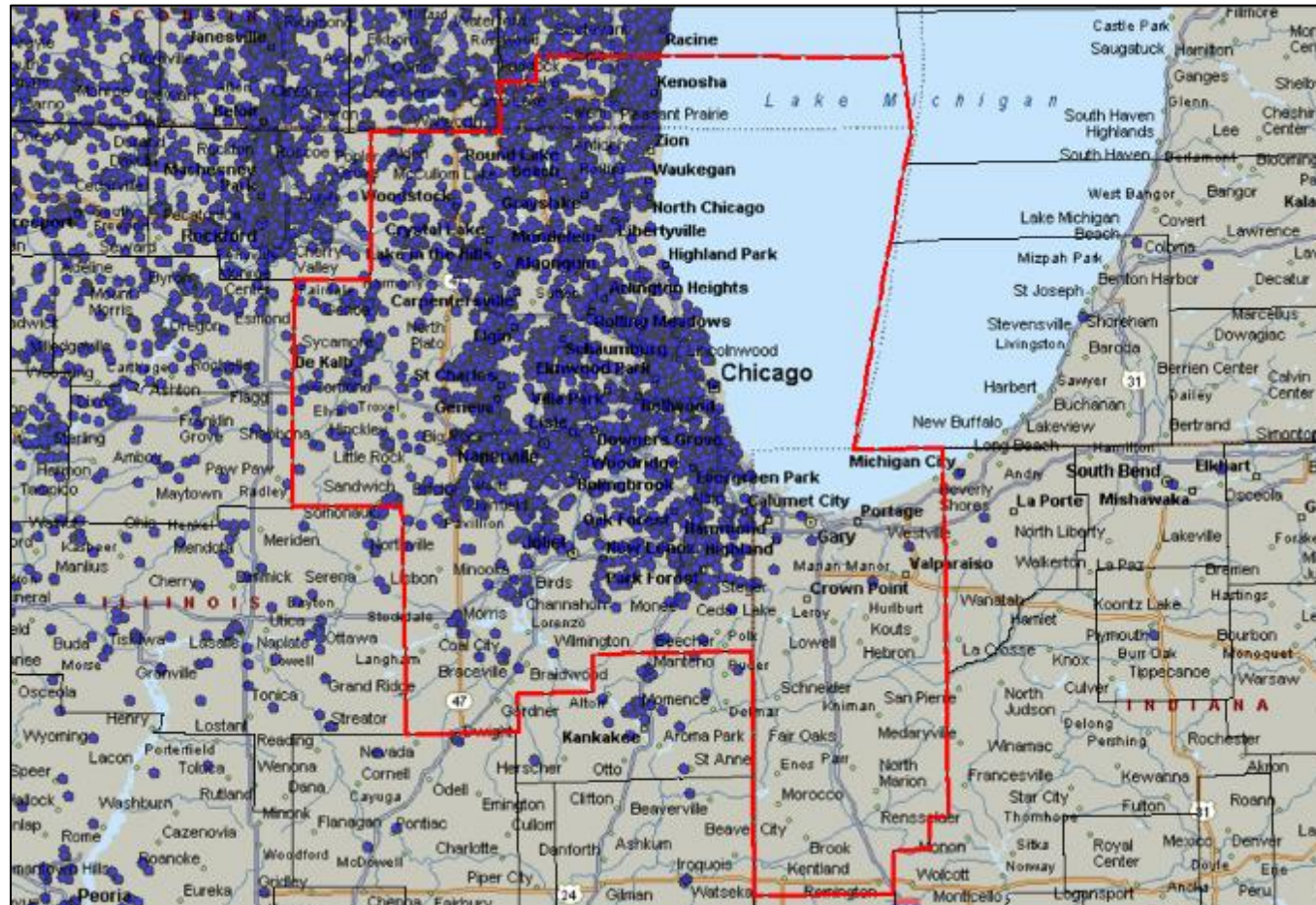
Tracking Interaction and Scrolling Behaviors

- Evaluate user interaction with page content
 - Menus? CTAs? Body links? Carousels? Non-linked content?
- Determine most common interactive areas (hot spots)
- Identify view depth of page content (i.e., how far down do they scroll?)



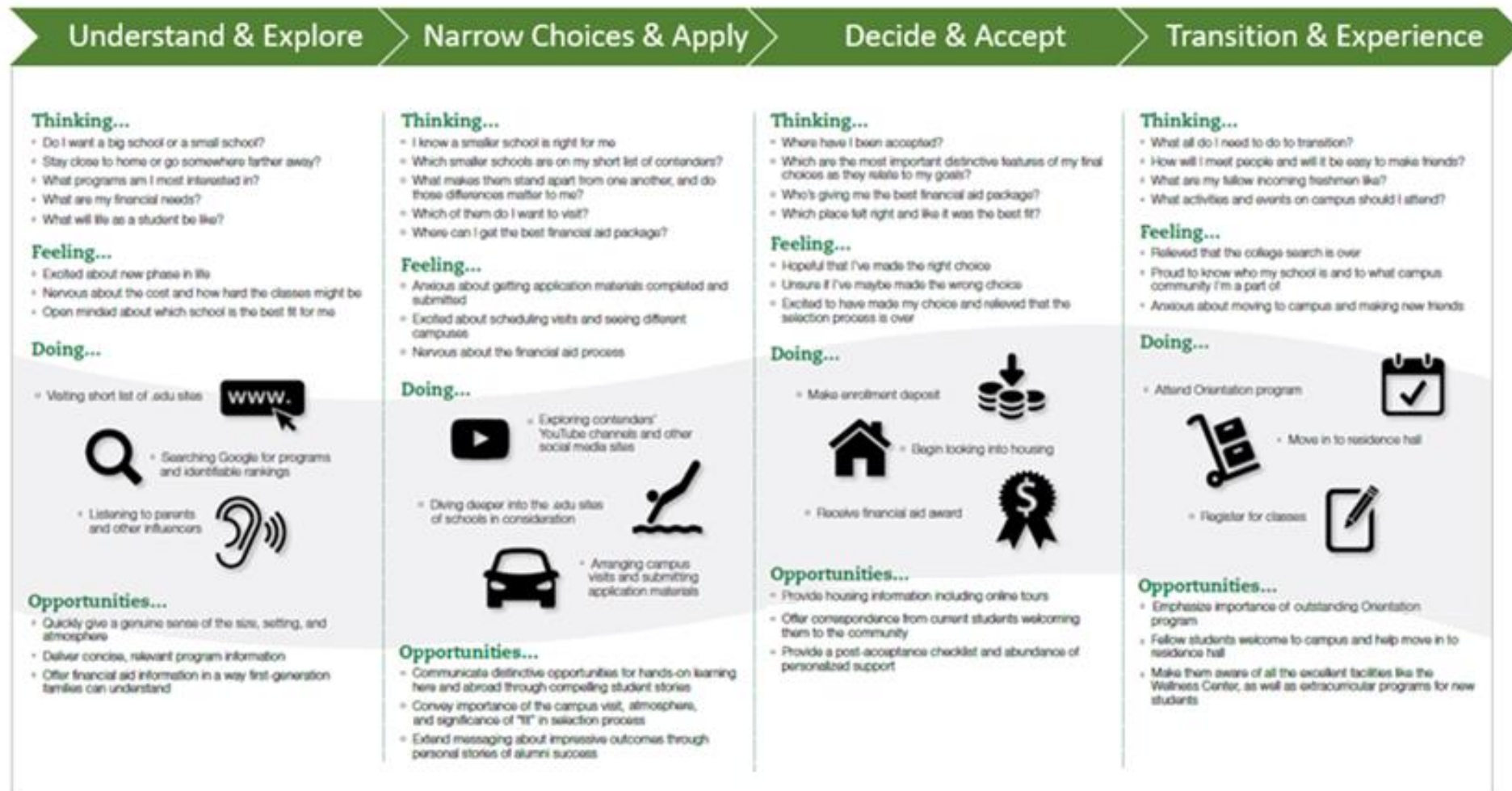
Geographic Map of Prospects

By Frequency of Records



Journey Map

Qual and Quant Insights Included on Map



Persona

Might Be a Combination of Insights From Qual and Quant

HOKEY POKEY: SARAH



"College keeps an important place in my heart, but I haven't stayed in touch or up to speed. I volunteer or I give when I remember to do so. Other activities in my life have my time and attention. I have some skepticism, but don't really feel informed."

GOALS

- Consistent participation
- Wear College "badge" publicly (online bios as an example)
- Seek out increasing engagement – respond to calls for action and to further prioritize Grinnell.

NEEDS

- The feeling that College remains prominent/relevant
- Communications that cause action in direct, easy to achieve ways (giving easily online as an example)

BEHAVIOR

Current

- Didn't know I could designate my gift.
- I benefitted greatly through my financial aid package, but I don't know what is required to create or support a scholarship.

Desired

- Better education/understanding of our case for support
- Pledged/recurring gift increases
- Move away from the silent masses and share your voice!

JOB TO BE DONE

- Early event notifications
- Offer personalized encouragement to give; provide consistent response time/ personnel

MESSAGE

MEDIA

MOMENT

Awareness

Reminded of why ABC College is so meaningful and the transformational impact it provided.

email, phone, mail, digital, social media, networking and events: generationaly oriented and strategized

Consideration

Let me know how my gift will make a difference and that it matters (no matter how big or small).

email, phone, mail, digital, and social media

Choice

Be clear about the ways for giving and show how simple and easy it is to give. (Don't make me work too hard to decide.)

email, phone, and mail (maybe events)

Loyalty/Advocacy

Stay in touch. What impact may result through increased giving and participation?

digital, social media, networking and events: generationaly oriented and strategized

Infographic

One Pager, Easy to Digest

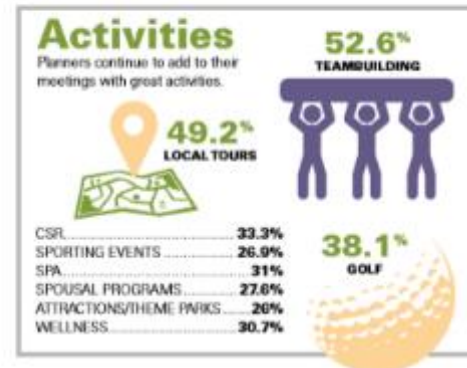
MEETINGS TODAY AUDIENCE

[meetings today 2020]

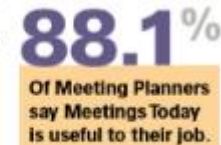


- More than **55,000*** publication recipients are 100% direct request
- Total Readership = **98,601** (pass-along)
- **80,000+** unique newsletter recipients
- **Hundreds** of live event attendees
- **Over 39,500**** visits per month

Type of Planners:
Corporate: **43,520***
Association: **11,554***
Independent: **6,691***



Typical single meeting budgets run the gamut: 29.1% spend \$50k or more per meeting. 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings.



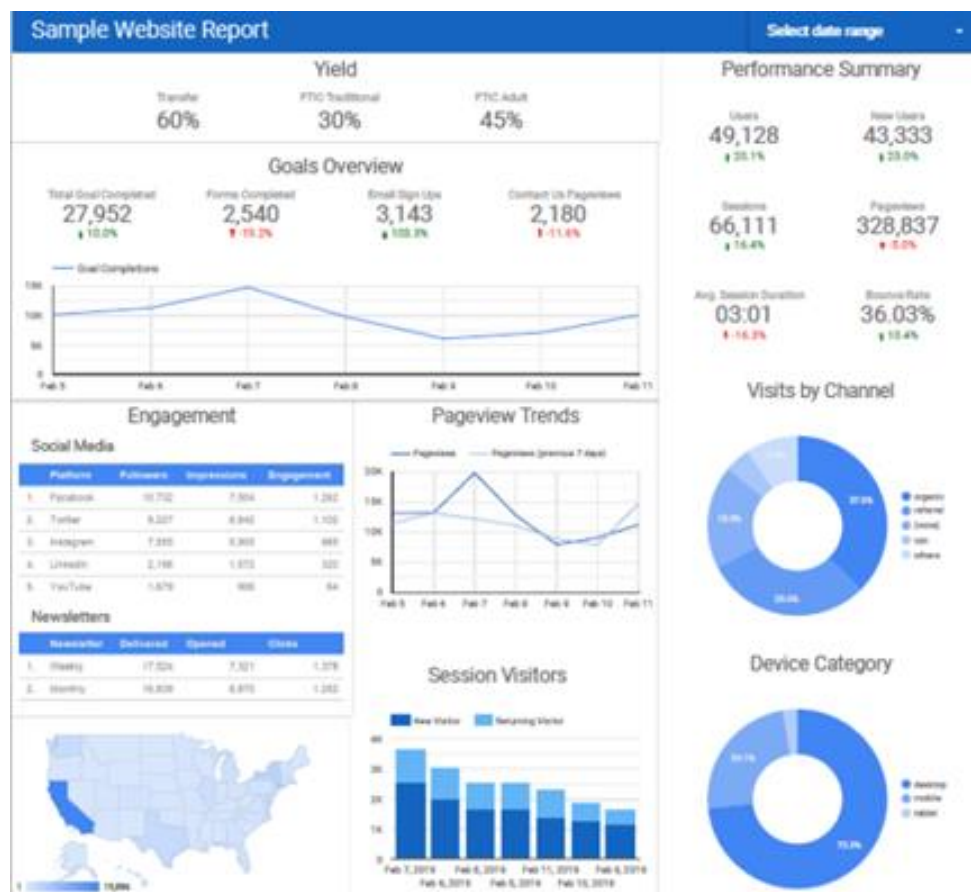
* Publisher's Own Data - May 2019

** Google Analytics - June 2019

Unless otherwise indicated, all data on this page is publisher's own data

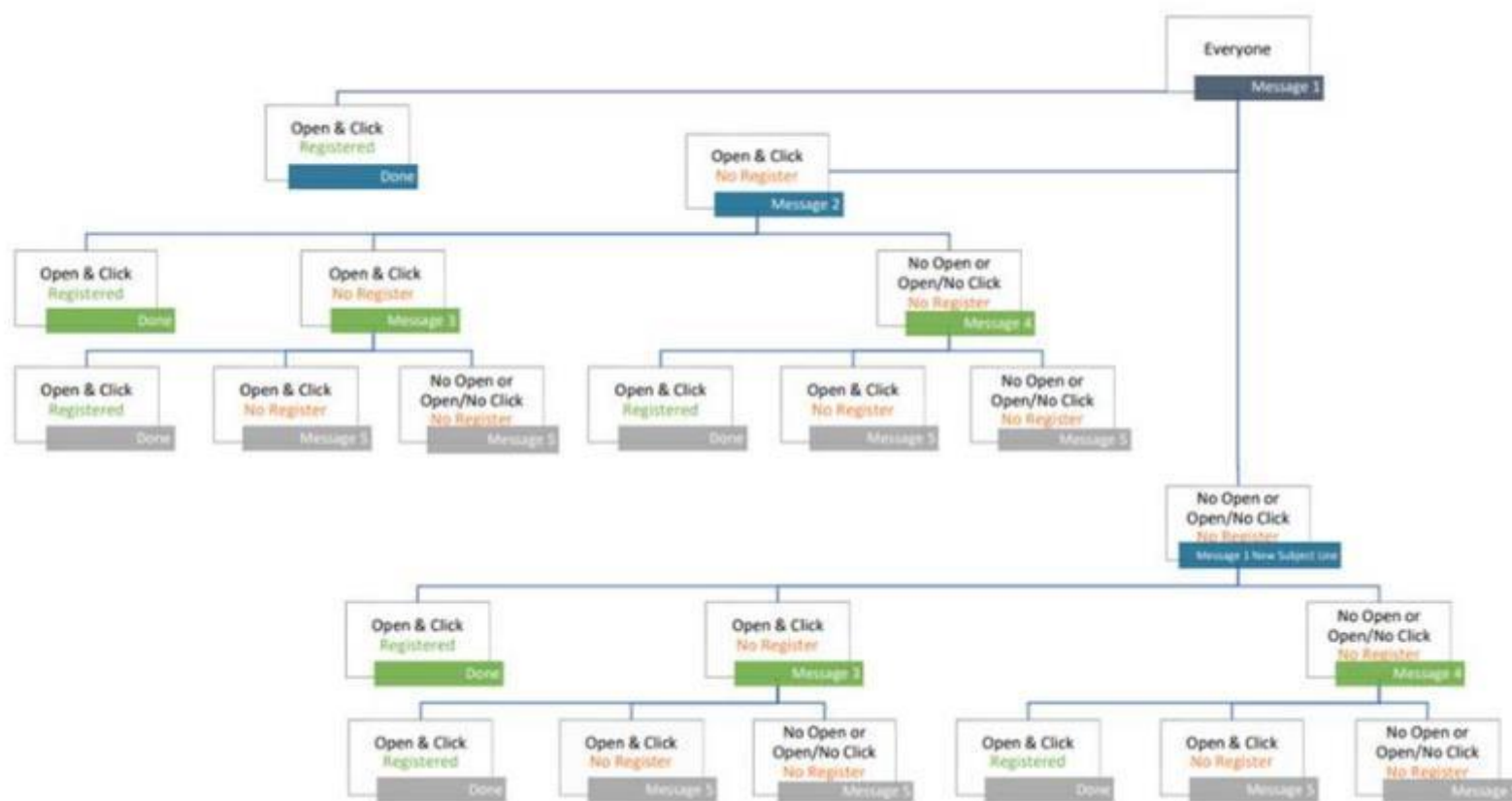
Data Dashboard – Website Analytics Sample

Custom



Audience Decision Map

Complex or Huge Investments Often Need a Visual Diagram



Analytics – Behavioral Data



- Digital analytics
 - Google analytics report of website
 - Social platforms
 - Chat functions
- Social listening – sentiment analysis
- Twitter Tweetdeck – monitor your own channel + competitor
- Website heat maps

Secondary Sources – Internal, External

CRM – Internal Data

Mine it!



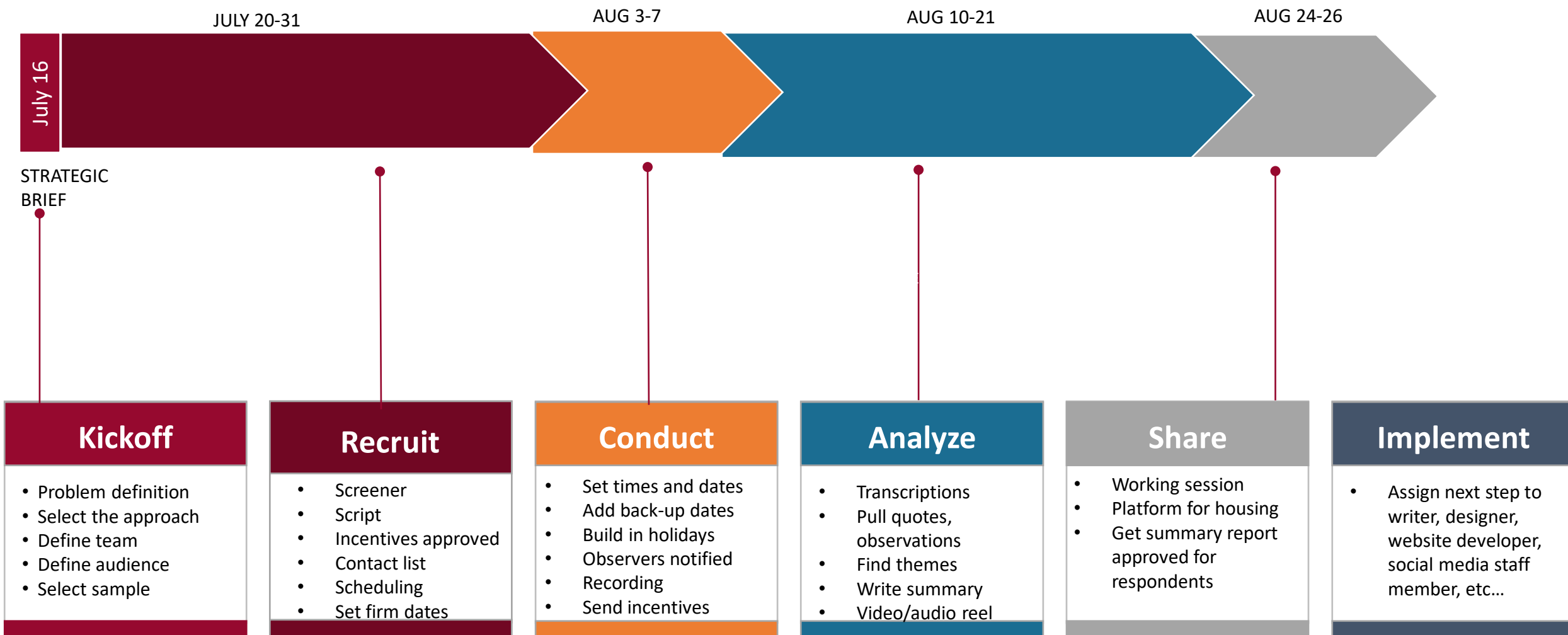
Public Data (NCES, CENSUS, etc.)

- <https://nces.ed.gov/ipeds/use-the-data>
- <https://nces.ed.gov/ipeds/CollegeMap/>
- <https://censusreporter.org/profiles/05000US19113-linn-county-ia/>
- <https://heri.ucla.edu/cirp-freshman-survey/>
- <https://www.pewresearch.org/>

Project Timeline

Audience Insight: Online Focus Groups and Interviews – 16 persons

Sample: 5 weeks

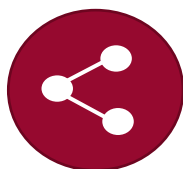


Timeline Considerations

Project Duration and Timeline Must Take into Account:

- Audience timing in the decision process
- Pre-campaign measurement
- Product/sample shipping time
- Homework time
- Tech checks for participants using platforms
- Recruitment process (screening, scheduling, method, consent, NDA)
- Dry run group/interview/pre-test survey
- Reporting

Questions?



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Thank you.

Reach out if you have questions! Happy to advise!