audienceaudit™

PROJECT ROADMAP

EXPLORATION

Is It a Fit?

Is an Audience Audit the right approach for your agency and your client? Check out our Client Checklist as a start, and then let's get on the phone to discuss any questions you have.

Proposal

Every project we do is custom-designed for that particular client. We'll get you a detailed proposal for the work we think makes sense based on our discussions.

Selling In

We are here to help you sell the work! We are happy to set up a screen sharing meeting where we can explain the work we're proposing, show your client some examples and answer any questions they have.

Project Approval

Once you give us the go-ahead, we'll send you a short contract covering the work as well as a projected timeline based on the project kickoff date.

DEVELOPMENT (4-5 WEEKS)

Kickoff Discussion

The first step in designing the survey is an in-depth conversation with you and the client team. We'll ask questions and type like crazy.

Survey Content

We provide the first draft of all survey questions and response options, in a word-type document.

Survey Content Review and Approval

You and your client review the survey content and offer thoughts, suggestions and edits. Revisions are made until everyone is happy that the survey incorporates the questions we need answered.

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Online Survey

Once the content is approved, we build the survey online. At this stage we're carefully monitoring survey length, flow and specific needs such as branching. Once it's ready we send you a link so you and your client can test the survey.

Sweepstakes Setup

To encourage the targeted respondents to participate, we establish an appropriate incentive and develop the rules for a sweepstakes contest.

Final Approval

You and your client have tested the online survey and approved the sweepstakes rules. We're ready to go! We make final adjustments so the survey is ready to field.

COLLECTION (2-3 WEEKS)

Invitations

We provide key points to incorporate in your survey invitations, and you invite your audiences in a variety of ways (depending on the project):

- Email invitations to your customer, member, student or prospect databases;
- In-store invitations at your retail locations;
- Partners who reach your target audience members and are willing to send an invitation to the survey on your behalf;

Each invitation type gets its own link into the survey, so we can compare them once the results are analyzed.

Panel Coordination

If we are using an independent research panel to gain insight from individuals outside of your databases, we work with the panel providers and manage the whole process for you.

Fielding

Once invitations go out, we monitor responses and update you on a daily basis. Responses are completely anonymous. Surveys typically remain in the field for 2-3 weeks depending on the audience.

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ANALYSIS (3-4 WEEKS)

Analysis and Visualization

Once sufficient responses have been collected, we will download the data and begin analysis to determine your client's audience segments as well as insight from all of the questions included in the survey. The data will be visualized with Tableau© visualization software, designed to provide an interactive, comprehensive and visually compelling view of the results.

Incentive Awarded

We randomly select the sweepstakes winner from among the qualified entries and provide their contact information to you so that your client can award their prize.

SHARING (1 WEEK)

Agency Preview Workshop

We conduct a detailed interactive workshop via screen share to review all of the results of the research with you and your team, and to discuss the insights and any questions that result. Our goal is to ensure that your agency team members are fully comfortable with the findings and their implications for the agency's work moving forward. After the meeting we provide a full PDF and/or interactive workbook of the results for your team's reference as they prepare for the client workshop.

Client Results Workshop

We conduct a detailed interactive workshop via screen share with you and your client's team, again reviewing all of the results and offering a platform for you to discuss the implications when them. Again, our goal is to ensure that any of their questions get answered and that they leave the meeting with a full understanding of the findings and with a unified perspective with regard to the needs of their key audience segments. At the end of the meeting we provide a PDF of all charts, a link to an interactive workbook that can be viewed with the free Tableau Reader software, and any additional files — verbatim responses, respondents who volunteered for further research or requested more information, etc.

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AFTER

Questions and Answers

We are always happy to answer questions that may come up after the final presentation. The research provides a wealth of information (the term “fire hose” is not uncommonly used) and we understand that it may take some time to digest it all. We’re always here to help you understand and use the results to drive great marketing for your clients.

Your Next Client

Nearly all of our agencies have worked with us for multiple clients. When your next client needs insight on their audiences, this process will be even simpler because you and your team have done it before!

CONTACT US

Let’s Chat!

We look forward to discussing how our work can be of service to your agency, and to your clients. Please don’t hesitate to reach out and let us know how we can help.

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