

Using Digital Strategies to Target & Recruit Potential Focus Group Respondents

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Westat

March 20, 2014

Establish a shared understanding of the opportunities for digital media use in targeting and recruiting study participants.



Email marketing



Mobile marketing



Paid search



Social media platform management



Buzz monitoring

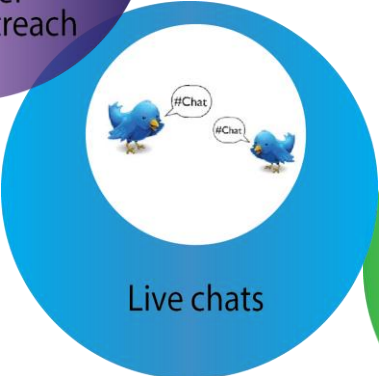
What Are Digital Media?



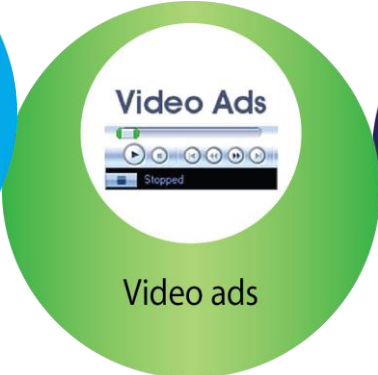
Publisher earned outreach



Display advertising



Live chats



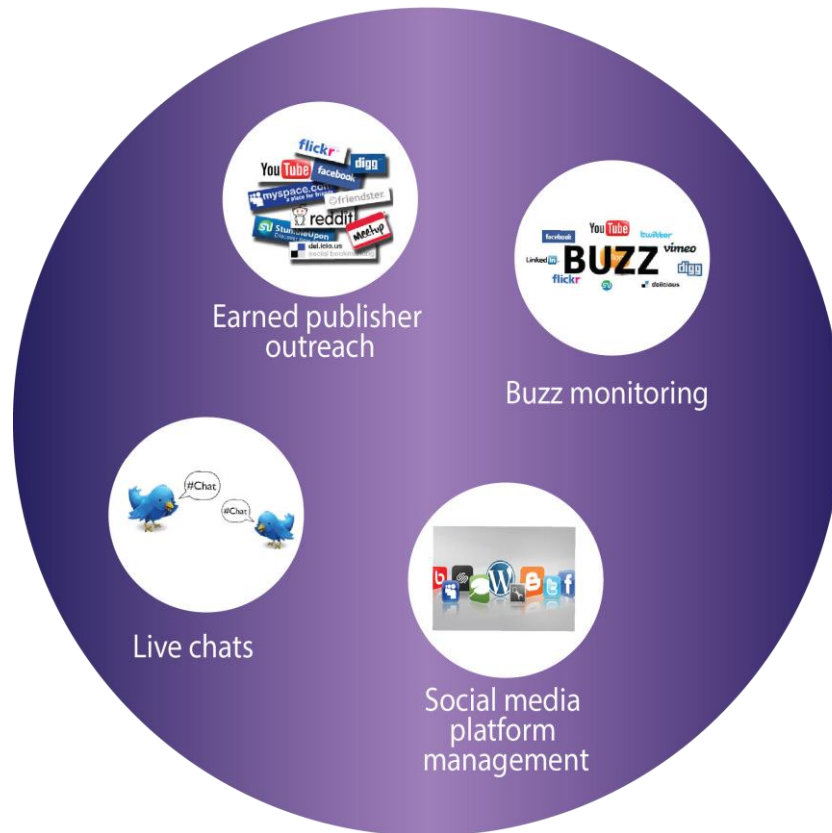
Video ads



Social ads

Earned (aka Free) vs. Paid Digital Media

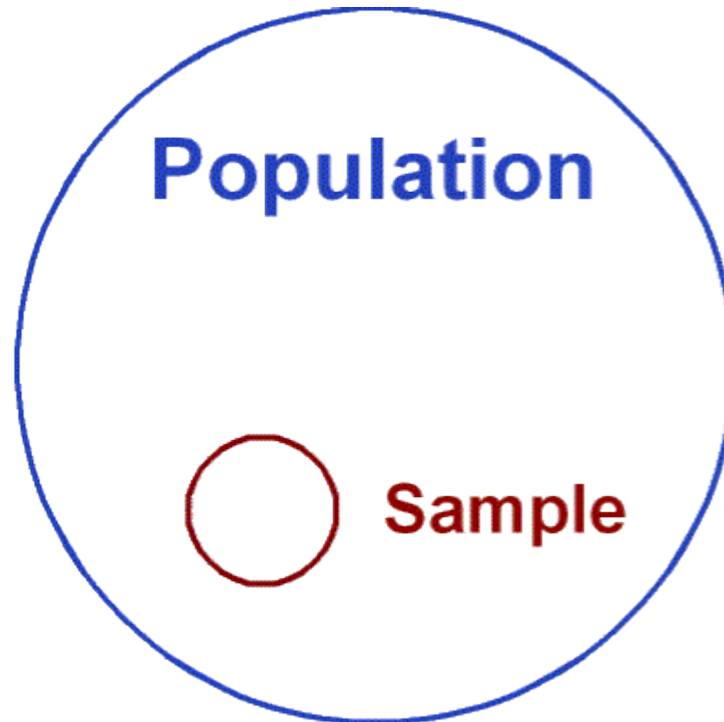
Earned



Paid



One size doesn't fit all



Digital approaches for survey research

- Supplement to traditional recruitment methods
- Qualitative studies
- Message testing
- Reaching hard-to-reach audiences
- Field interviewer recruitment

The Challenge

Traditional methods can be...



Digital media offers...



The Westat Approach

Westat Paid Digital Recruitment Funnel

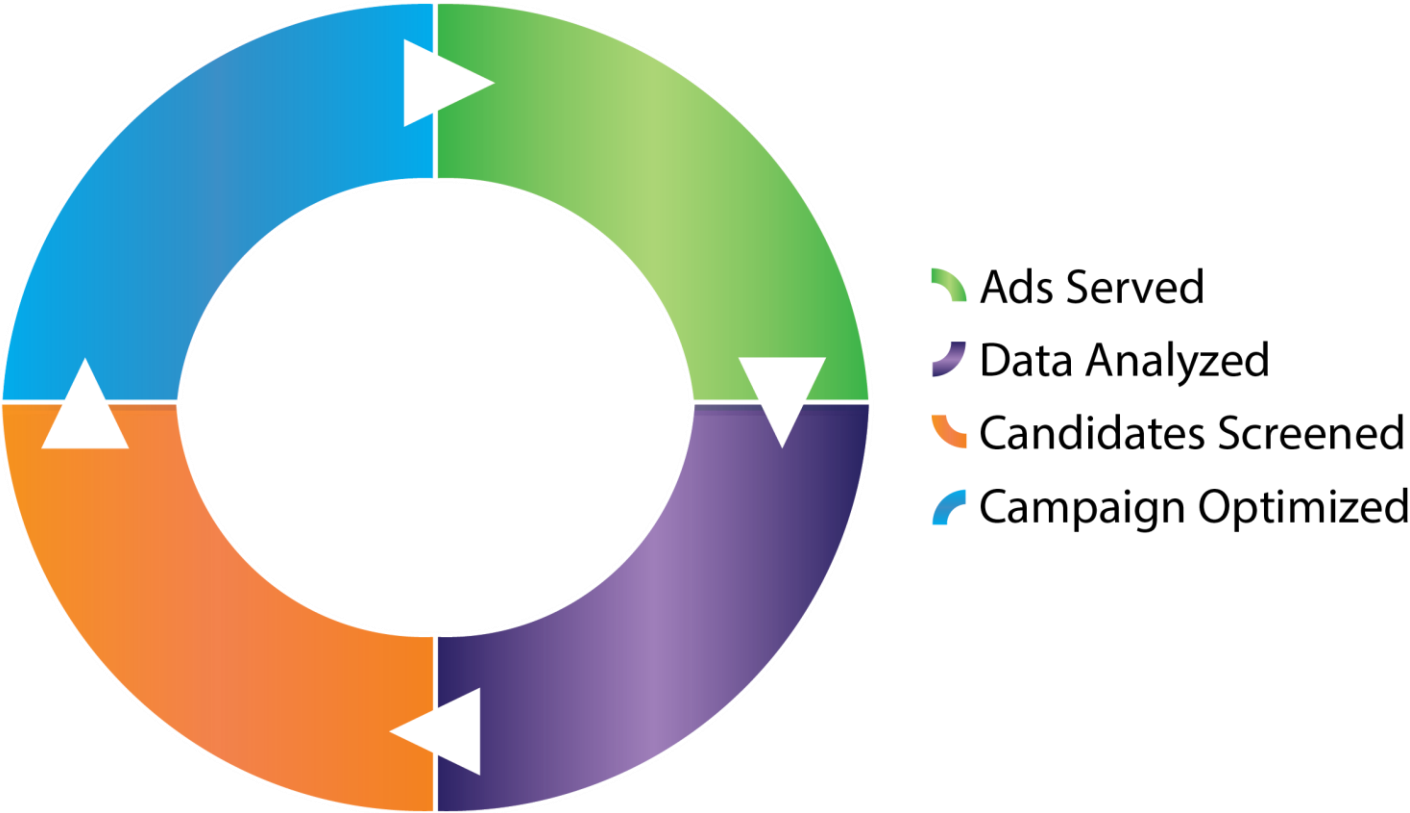


Westat Recruitment Campaign Optimization Cycle

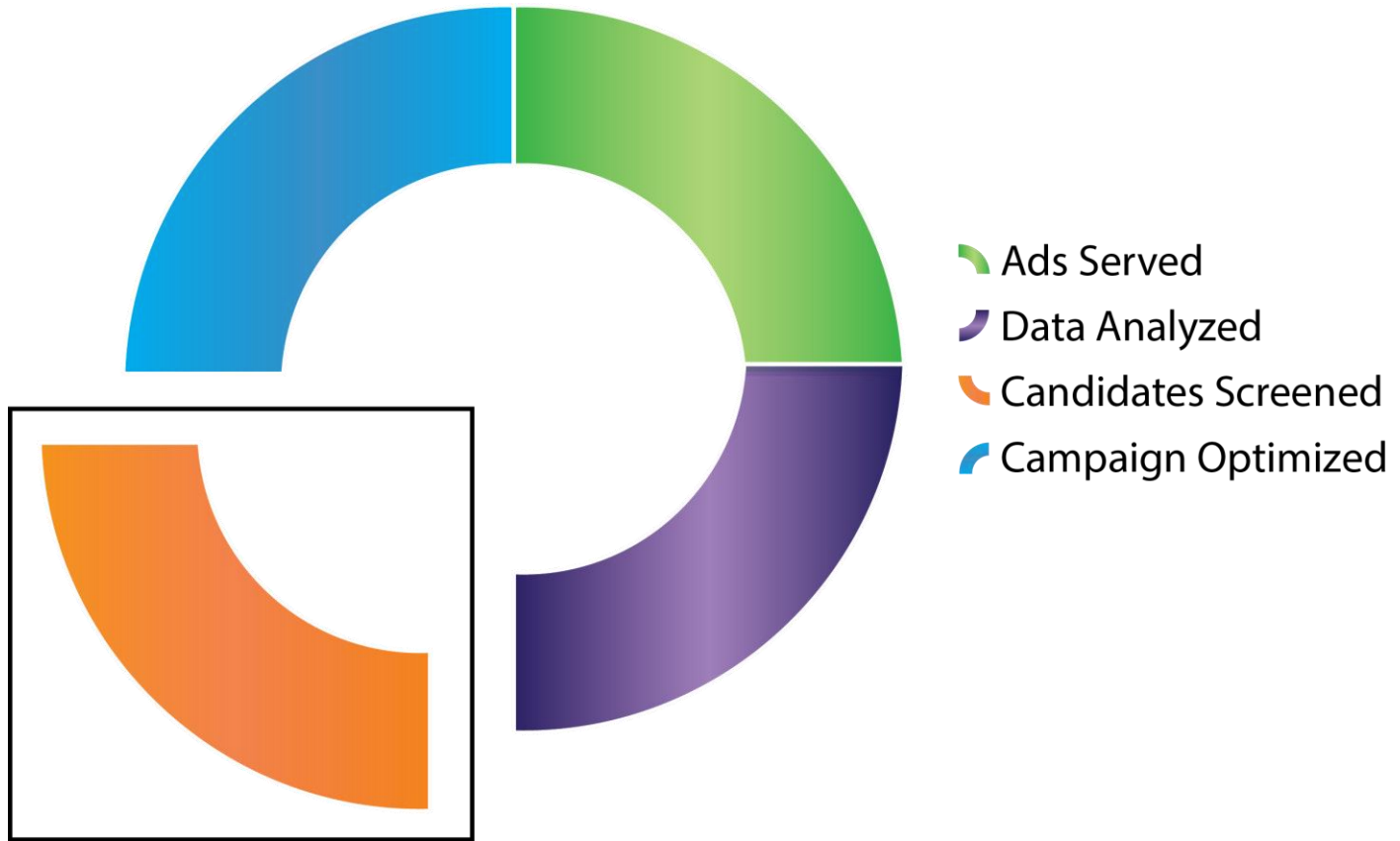


- Ads Served
- Data Analyzed
- Candidates Screened
- Campaign Optimized

Westat Recruitment Campaign Optimization Cycle



Westat Recruitment Campaign Optimization Cycle



Pilot example

Google[™]
AdWords





construction hiring



Web Images Maps Shopping More Search tools

About 99,800,000 results (0.27 seconds)

Ad related to **construction hiring**

[Hiring? - Monster.com](#)

www.monster.com/Hiring/

Post Jobs, Search Resumes & Find the Right Candidates w/ Monster.com

Monster.com has 4,911 followers on Google+

[Hiring Construction Jobs on CareerBuilder.com](#)

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Jobs 1 - 25 of 1583 - 1583 available **Hiring** jobs found on Careerbuilder.com. View and apply to these listings, or browse for similar jobs in your area.

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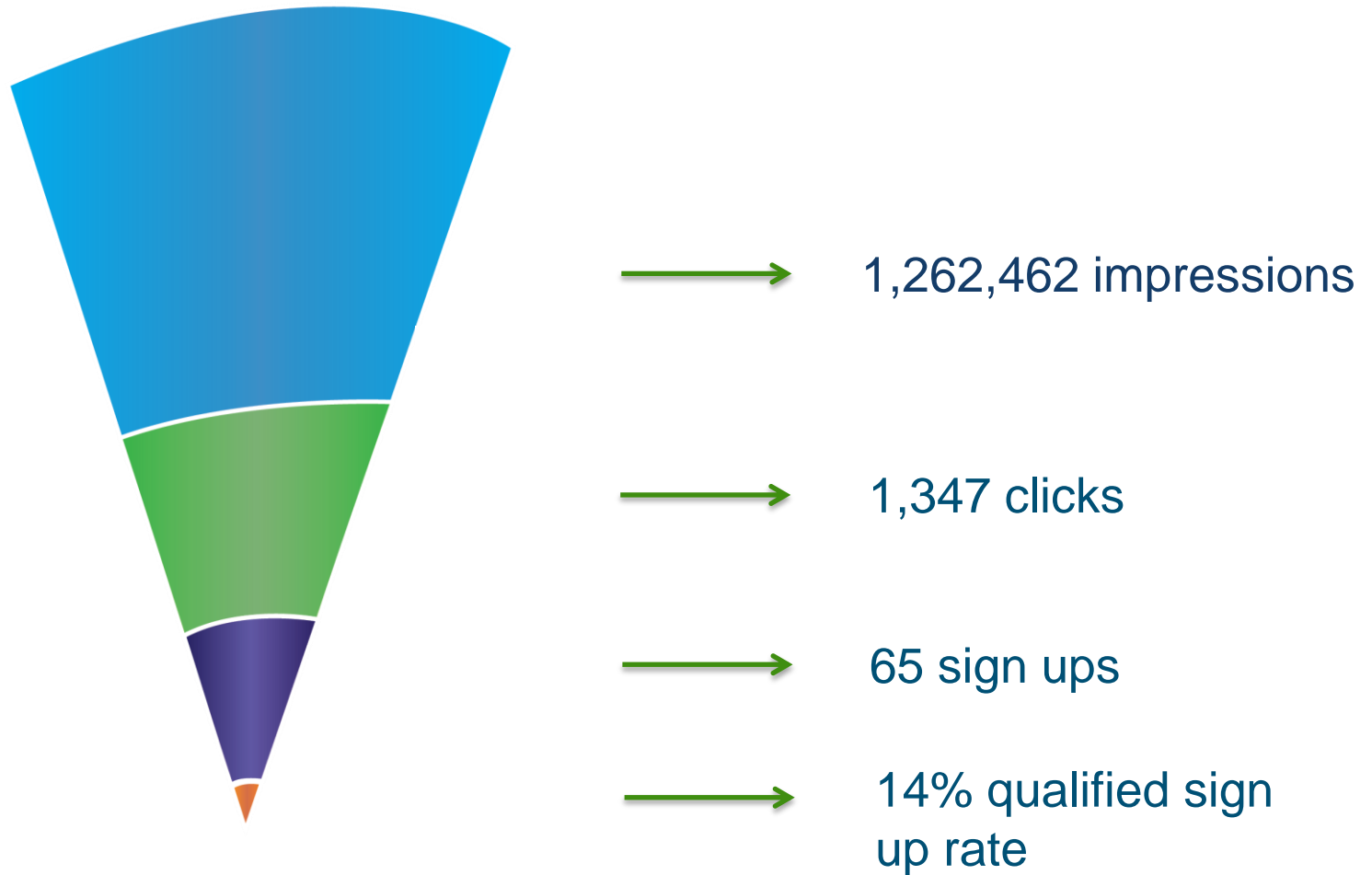
[Construction companies hiring](#)

www.local.com/

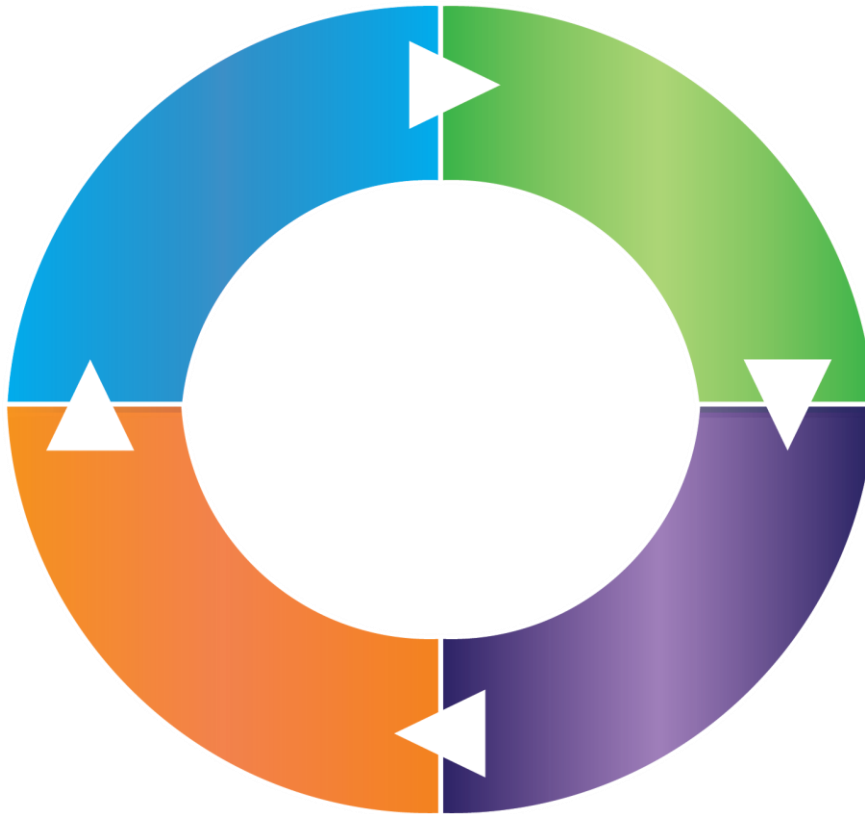
Find **Construction** companies hiring

Near You With Local.com!

Recruitment Campaign Metrics



Optimization Strategies Utilized



Using a data-driven approach, both key words and ad copy were adjusted to ensure that sign ups increasingly consisted of qualified participants.

What we learned

- Digital is an efficient and effective channel for recruitment.
- Make sure to connect Google Analytics to your AdWords campaign.
- Working with your screening team is critical to closing the data loop on recruitment campaigns.
- Study-related keywords tend to be the most successful in generating qualified sign ups and are most cost-efficient.
- You are spreading your net wide so expect non-qualified sign ups.

Future directions

www.upstateramblings.com/pre-teen-vaccinations/

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Upstate Ramblings

RECIPES REVIEWS GIVEAWAYS GO GREEN BOOKS MOVIES PHOTOS HOMESCHOOL

You are here: Home / Uncategorized / Pre-teen Vaccinations

Pre-teen Vaccinations

JULY 20, 2010 BY ANNIE LEAVE A COMMENT

When our kids are babies it is easy to remember to schedule well-child appointments and keep their vaccines up to date, but once they reach elementary school age many parents stop making regular physicians appointments for their children, and vaccines are missed. Last year my 14 year old daughter enrolled in school for the first time. A few weeks into the fall term the nurse called and informed me that she wasn't up to date on her vaccines; she was missing the Tdap booster shot for tetanus, diphtheria and pertussis. She hadn't had a physical in a couple years, and I had no idea she was missing a vaccine. In fact the Center for Disease Control (CDC) estimates less than half of pre-teens and teens receive the vaccines specifically recommended for their age group. The CDC wants to improve awareness among parents about the vaccines that are recommended for their children entering their pre-teen or teen years.

There are three vaccines recommended specifically for kids at ages 11 or 12 to protect them from these diseases:

- Meningococcal vaccine, which protects against meningitis and its complications
- Tdap vaccine, which is a booster against tetanus, diphtheria, and pertussis

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CURRENT GIVEAWAYS

- \$25 Gift Card - 2/25
- Jenga Boom - 2/25
- \$50 Walgreens Gift Card - 3/4
- Salsa, Guacamole and Gift Card - 3/11

www.newsmyrnabeachmom.com

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Welcome to New Smyrna Beach



Saturday, July 24, 2010

Time For Shots

No, I am not talking about shots of Tequila (although if school does not start soon they may be on the list). I am talking about immunizations you may want to consider for your child.

There are several approaches to human papillomavirus (HPV) infections and even death.

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<http://bit.ly/ainOYI> #CDCPT

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8:01 PM - Jul 29, 2010

Broadening recruitment through influencer engagement.



VS



Increasing retention through social media tracing strategies.



**Leveraging
social media
successfully
to connect
both
researchers
and research
participants.**

Key Takeaways

- Digital doesn't work for everything.
- Digital does offer many opportunities for research – both from a cost efficiency stand point and for reaching hard-to-reach audiences.
- Paid tactics are more turn-key while earned tactics take time.
- Digital doesn't live in a vacuum – all members of the recruitment team need to work together.
- You must cast your net wide to get what you need.
- Nothing is wasted – these approaches can help to backfill your recruitment databases.

Thank you.

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