

Use of Digital Media in Recruiting Survey Participants

Amelia Burke-Garcia, MA

Westat

March 5, 2015

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

What Are Digital Media?



Social media platform management



Email marketing



Mobile marketing



Paid search



Buzz monitoring



Display advertising



Social ads



Video ads



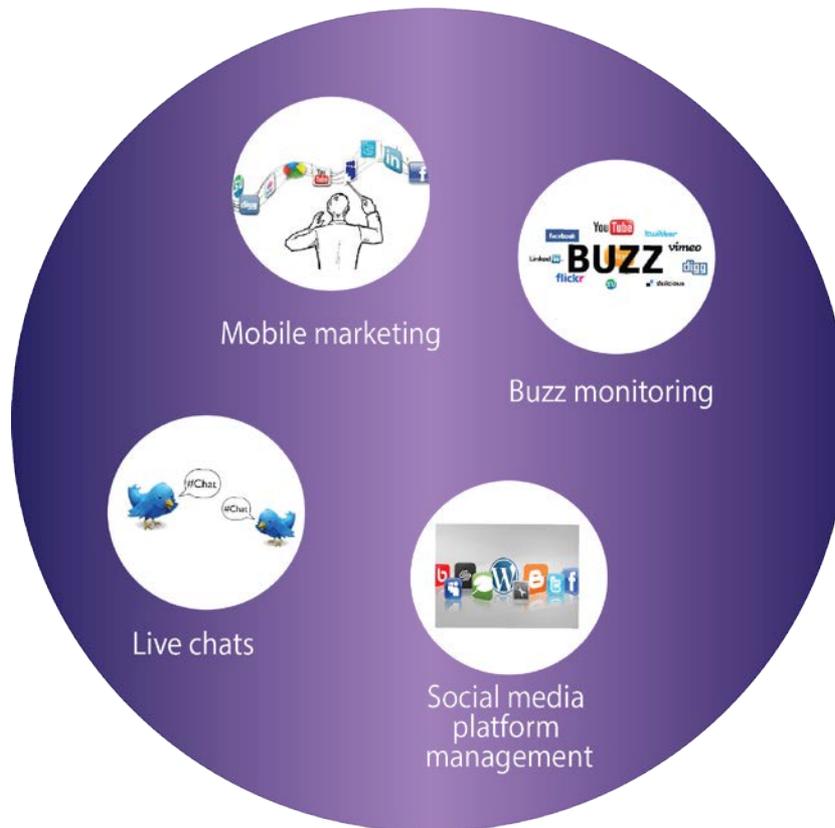
Live chats



Publisher earned outreach

Earned (aka Free) vs. Paid Digital Media

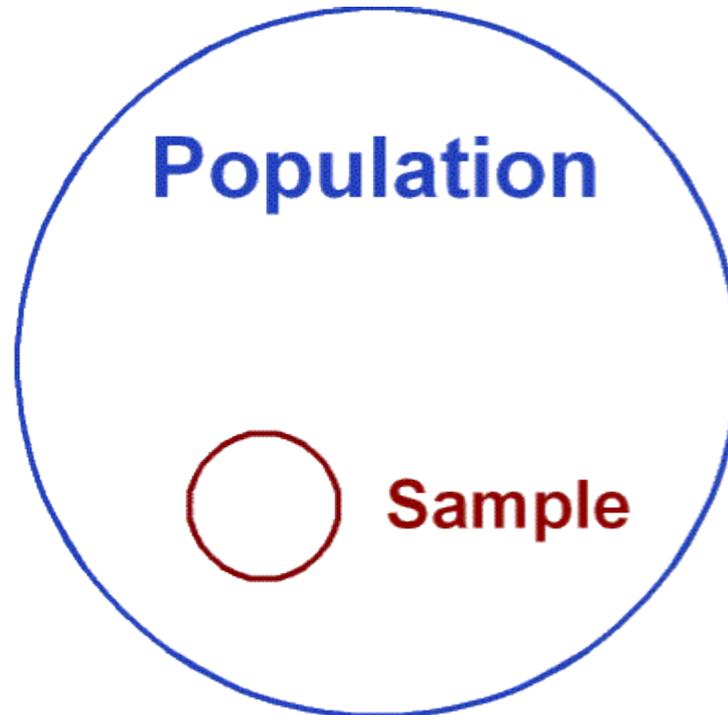
Earned



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 Digital Recruitment Funnel

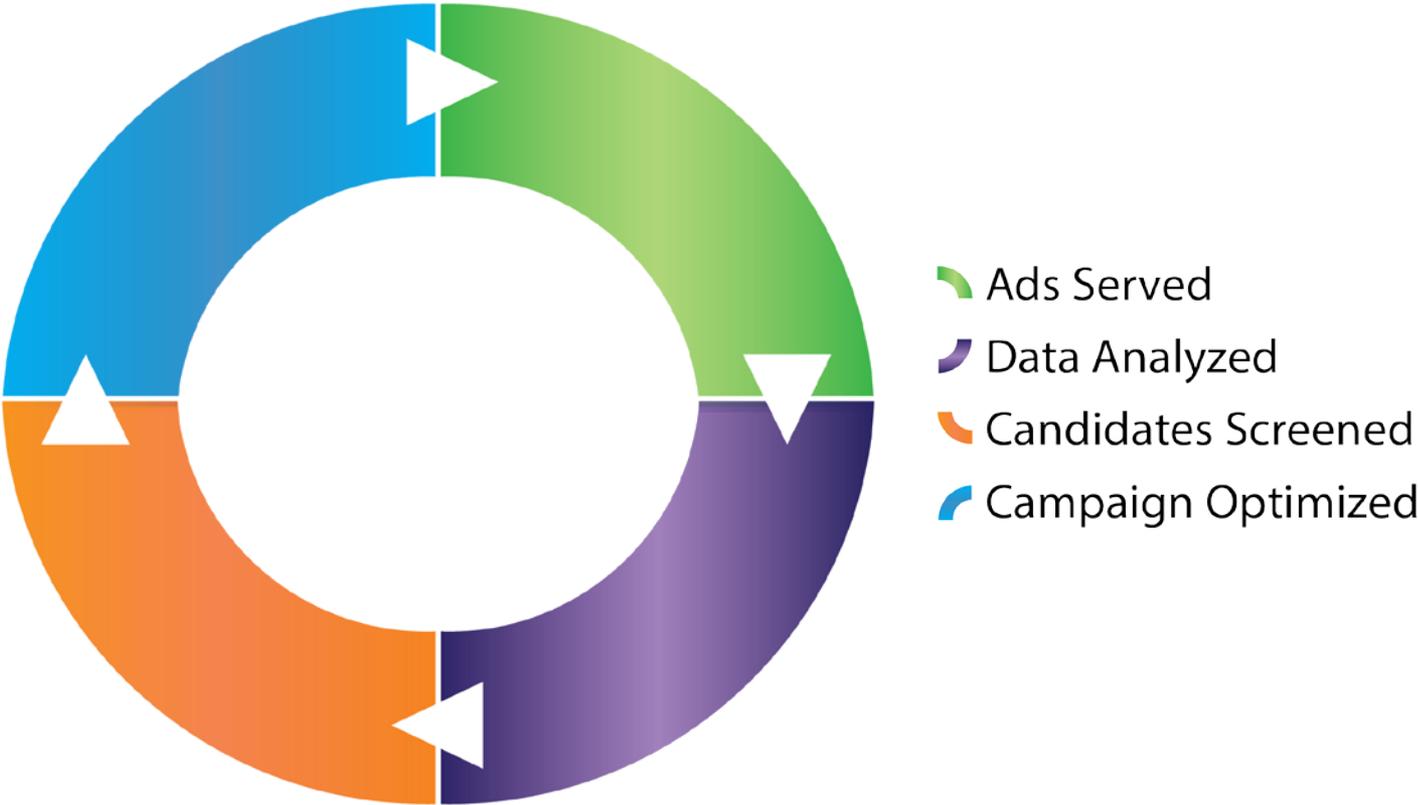


Westat Recruitment Campaign Optimization Cycle

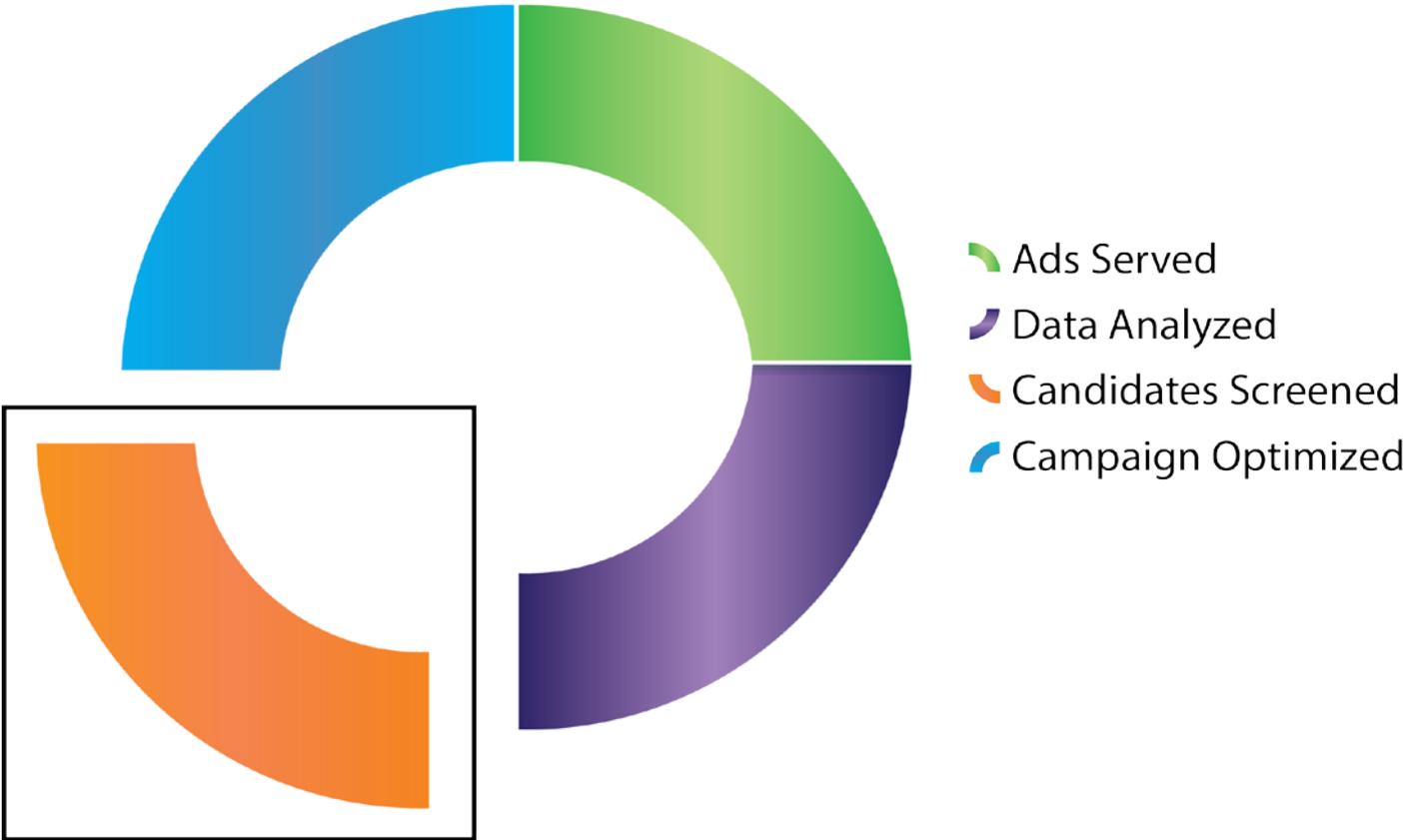


- Ads Served
- Data Analyzed
- Candidates Screened
- Campaign Optimized

Westat Recruitment Campaign Optimization Cycle



Westat Recruitment Campaign Optimization Cycle



Where We Started

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](#)

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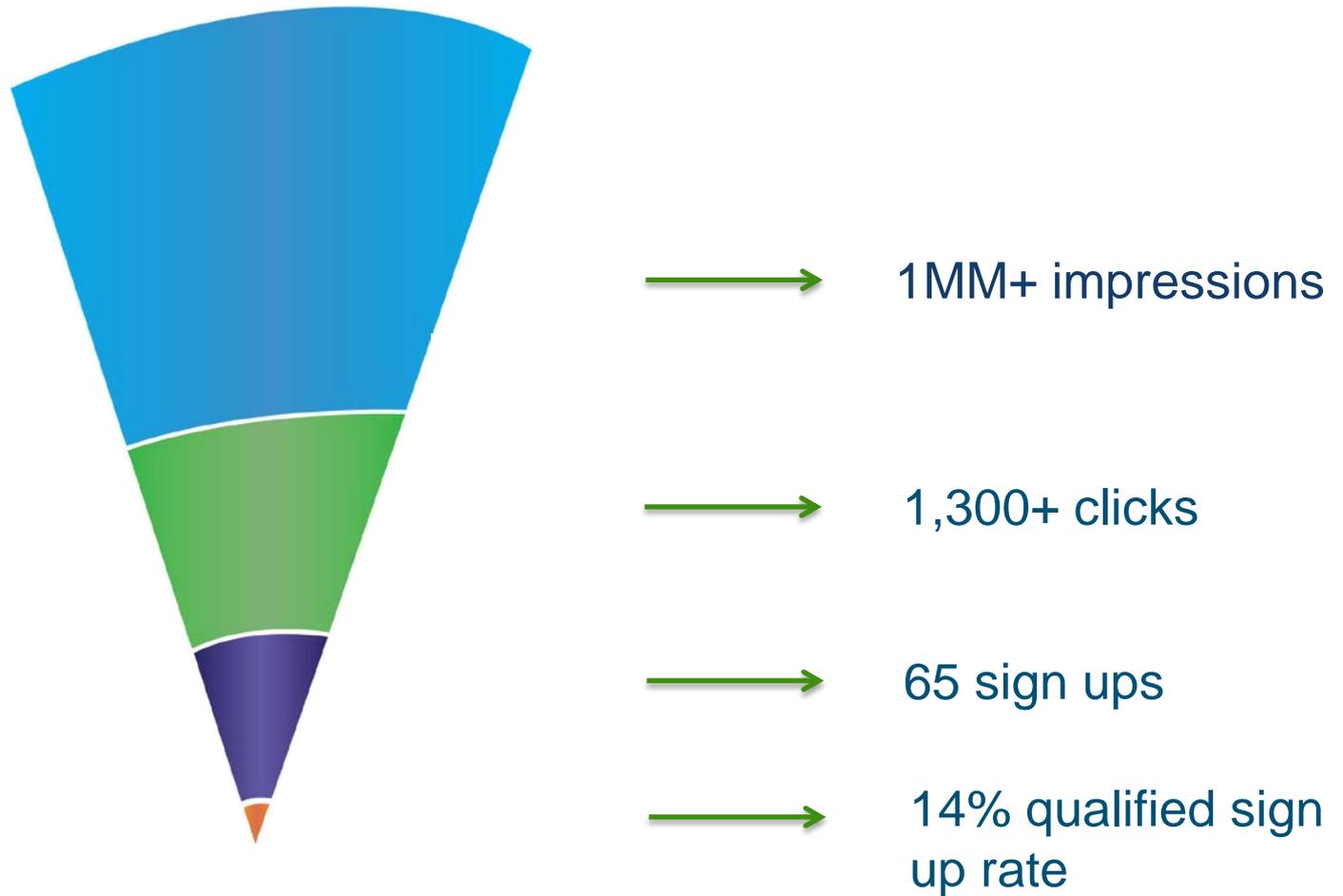
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Recruitment Campaign Metrics



What we learned

- Digital is an efficient and effective channel for recruitment
- Google Analytics must be connected to AdWords campaigns
- Engaging team who screens candidates is critical to closing the data loop
- Net is cast wide so expect non-qualified sign ups

Building on the Pilot

Types of Recruitment Efforts

- Paid digital
 - Google
- Paid Social
 - Facebook
 - In-stream
 - Side bar
 - Twitter
- Earned
 - Outreach

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 6+12 Month-Olds Needed - NIH Study
 In Silver Spring - \$25 for 1hr
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2 & 3 year olds needed for a paid study in DC/MD/VA. \$25 for 1 hr + a free book for baby!



See What Your Baby Can Do
 You may have seen our ads before, but now we're also taking toddlers! Sign up if your baby is 23-25 or 35-37 months old--most agree it's fun for parents & baby!

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\$30 for Research Study
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 Women 18-29, earn \$30 for interview on health & safety for US Bureau of Justice Statistics

PWC Moms Like Page

Don't know much about this, just passing along the info:
 Is your child between the ages of 23 and 25 months, or 35 and 37 months?
 Are you curious about what your child can do?

If so, Westat invites you to take part in a research study to collect information on cognitive, motor, and language skills in developing children. We are interested in creating a short form of a measure called the Bayley that may be used in The National Children's Study and other large scale studies. The Bayley consists of a series of short tasks to observe skills such as crawling, reaching, walking, and understanding gestures or words. Administering the Bayley only takes 45-60 minutes and you will stay with your child the entire time.
 You will receive \$25 and your child will receive a book for taking part in this study.
 To learn more and sign up, please visit <http://bit.ly/1SAa5DP>

See what your baby can do and earn \$25
 Bayley Child Development Study/westat is looking for children that are between the ages of 2 and 7 months, 11 and 13 months, 23 and 25 months, or 35 and 37 months from English-speaking households to test a short measure on child development to be used in large-scale national studies and help research...

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3 people like this.

Jenna Sibel Melissa Lewandowski on honey gatti
 Like · Reply · January 20 at 12:46pm

Marie Feniani Palmer Hines
 Like · Reply · January 20 at 7:50pm

Westat Health Communications Thanks for posting PWC Mom! if anyone has any questions feel free to let us know!
 Like · Reply · Commented on by Adam Frick (H) · January 21 at 11:34am · Edited

Cristina Lange How long is this study? Specifically when do you stop assessing children. My daughter will be 35 months in July
 Like · Reply · January 21 at 9:46pm

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Are you a mom of a 2 or 3 year old? See what your toddler can do & earn \$25 in this NIH study!



See What Your Toddler Can Do!
www.westat.com
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RETWEETS 6 FAVORITES 11

9:02 AM - 17 Feb 2015

Comparison Slide

Campaign Details	Campaign 1	Campaign 2	Campaign 3	Campaign 4
Targeting	Hiring Managers	Individuals who smoke(d) or had cancer	Infants and toddlers 6 months to 3 years in DC/MD/VA	Women age 20-50 in select cities
Recruitment Time Frame	3 weeks	2 weeks	9 months	2 weeks
Methods	Google Ads	Outreach	Google Outreach Facebook In-stream & Side Bar Ads Twitter	Facebook Side Bar Ads
Paid/Unpaid	P	Media mix	P	Budget
Results	14% qualified sign up rate	26% qualified sign up rate	50% qualified sign up rate	No results

Time in-market

Key Learnings

- Google is great for data tracking & targeting
 - More expensive than social media ads (e.g. Facebook & Twitter)
- Facebook is most consistent at generating ad clicks and sign-ups over time at a reasonable cost
 - In-stream ads perform better – *by far*
 - Side bar ads do not perform well
- Outreach was highly effective at generating qualified sign ups
 - But also has more limitations
 - Outreach placements are inconsistent
 - Costs are harder to quantify
- Preliminary results from Twitter ads are promising
- Optimization cycle helps to drive down costs over time

Future Directions



VS



Increasing retention through social media tracing strategies.



PewResearchCenter

**Better
understand the
feasibility of
improving the
quality of
estimates from
specific non-
probability
sampling
methods.**



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.

Amelia Burke-Garcia
Director, Center for Digital
Strategy & Research

ameliaburke-garcia@westat.com

@socialibriumm