

# Focus Group Recruitment through Social Media Integration

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Mike Kuhl



## Business Challenge

We had to recruit females across rural Nebraska for a series of depth focus groups involving women's health issues.

Nebraska's lack of concentrated population centers, along with the sensitivity of the topic made finding recruits nearly impossible. An additional client request was a set of very stringent guidelines and quotas involving age, ethnicity, health choices and county-level geography.

## WorldAPP Product used

Key Survey with Facebook Ad integration

## Steps to reproduce the scenario

We decided to target recruits where they were comfortable – in the privacy of their own homes, on their home social network – Facebook.

Using the Facebook ad builder, we created a series of profile-targeted recruitment messages that enticed participants and directed them to a Key Survey landing page.

**About:**

**We're a marketing communications agency in the storytelling business, weaving compelling brand tales for Disney, Union Pacific, Cessna, Pepsi, Honeywell Aerospace and ConAgra Foods, just to name a few.**

**It's been our experience that a good story, well told, can change a brand's destiny. Rewrite its future. And what's good for a brand is good for business.**

**No company ever went broke capturing the imagination of its customers.**

**So it's a lucky thing we have a knack for simple, honest storytelling. Maybe it's the Nebraska in us.**



Since Facebook already contained demographic information, the ads were displayed only to profiles that fit our specific criteria of age and geography.

Key Survey's multi-lingual capabilities allowed us to build two screeners in English and Spanish to fulfill the Spanish speaking requirement of the project. We built further screening questions into the survey and if participants met all requirements, were asked to sign up for a focus group. All our team had to do is check the report daily and confirm with any respondents.

## Results

Just under a quarter million ads were served to our target population in Nebraska (232,635 impressions) and 151 women were recruited for focus groups.

This was a vital step in screening and qualifying prospective participants. Without the use of Key Survey there would have been no way to efficiently sort through the applicant pool. By using this online approach, we save ourselves and our clients from the cost and complexity of face-to-face recruitment in this very thinly dispersed population. We estimate the cost savings of using Key Survey at least \$8,000.

*Mike Kuhl*