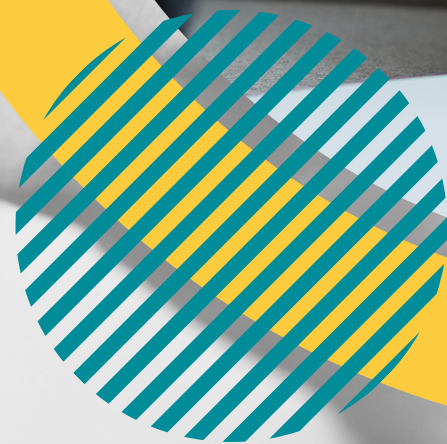


The Social



MODERATING:

***IN A WORLD OF
INFLUENCERS***





QRCA is a global network of qualitative research professionals, including market research, UX, CX, sociologists, ethnographers, linguists, social media and other qualitative experts, and the resource for elevating qualitative research expertise at all levels, where members network and share best practices, trends and technology, and take advantage of unique educational content.

qrca.org







Influencer Marketing

*"A form of marketing that enables businesses to collaborate with individuals who have a following for increased brand exposure. Companies may ask a person with a large following to publish social media content that promotes their products or services. People often follow individuals they trust on social media, so if they see someone they follow advertising your business, there's an inherent trust factor you can lean on to boost your conversion rate."**





Influencer Marketing RESEARCH

A new form of market research leveraging influencers to invite their followers to join legitimate research conversations. These projects could be in the form of recruit services, in-app prompts, or links to online surveys/screeners. These new relationships offer new ways to engage between influencer and follower, create new monetization strategies for the creator, and introduce MR to new research participants.



Social Media Research EVOLUTION

Most previous SM research benefits came in the form of big data, very much quantifiable in nature. We're now seeing more qualitative explorations becoming available as influencers have self-taught themselves how to moderate, and how to optimize their followers' engagement.

The Social



Social Media Monitoring



Social Intelligence



Recruiting via Social Media



Influencer Marketing Research

New



Content & Engagement: *Instagram*

*37% of Instagram's 2 billion users engage with an influencer on a regular basis**

Micro and Macro communities exist within the confines of social media platforms, many with 10+ years of growth. Most creators are not silo'ed into one content vertical, maximizing their influence and coverage making them ideal collaborations for MR.





Influencers are COMMUNITY MANAGERS



Influencer Levels by Follower Size



Nano
<10K



Micro
10K - 100K



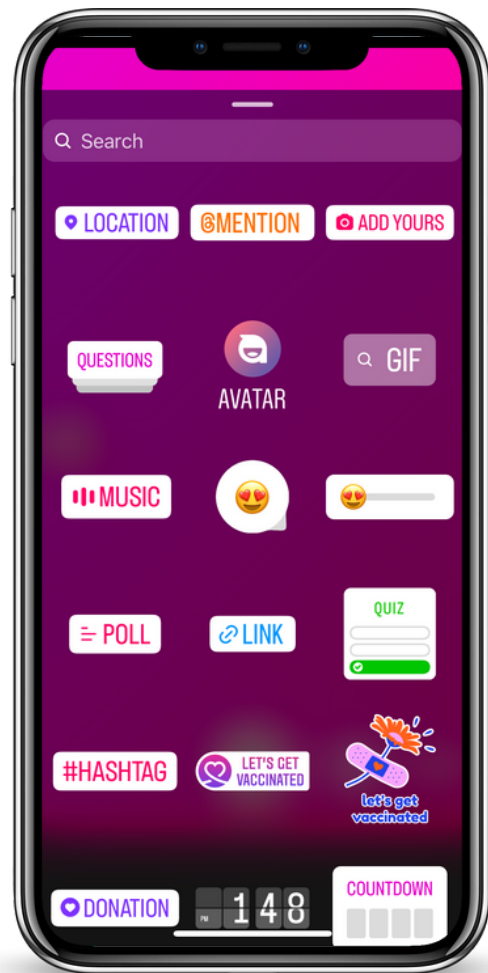
Macro
100K - 400K



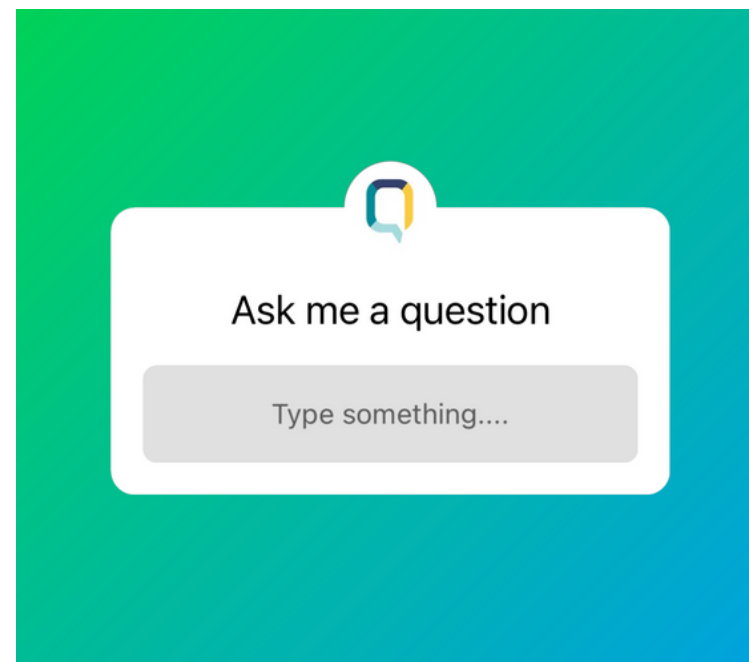
Elite Macro
400K+



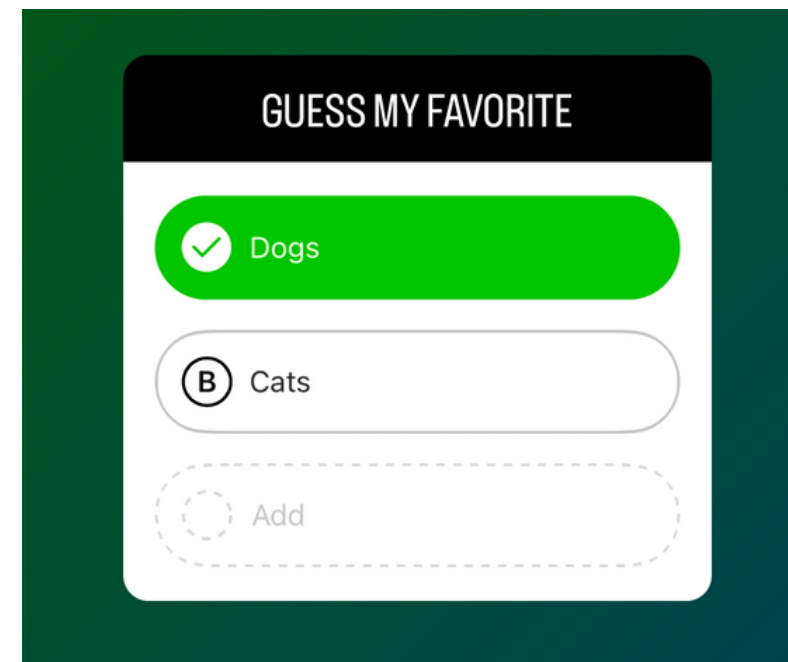
Engagement Tools: Stories "Stickers"



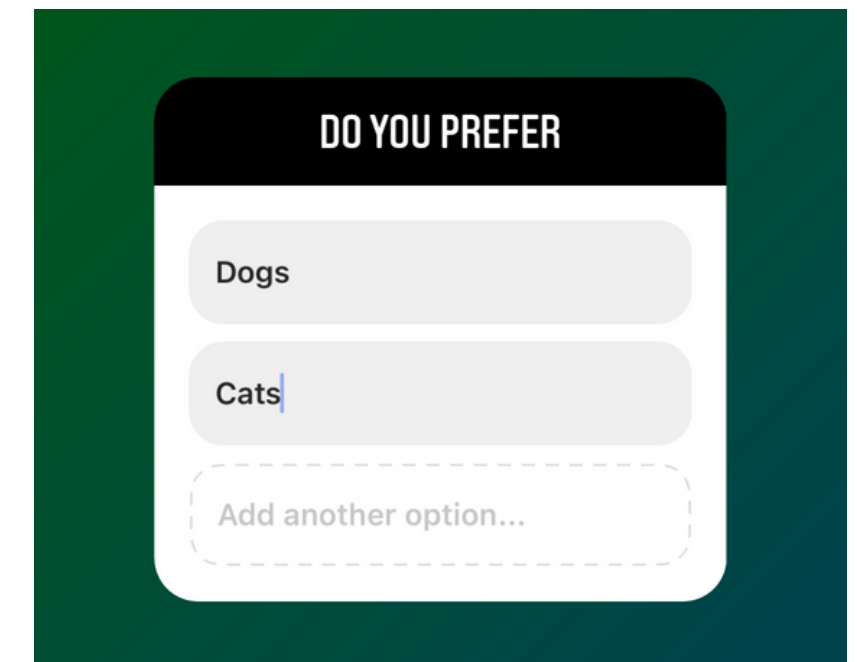
"Questions"



"Quiz"



"Poll"



For **Questions**, Influencers collect this data privately and can re-share the responses anonymously. Strong Influencers are excellent moderators and know how to drive engagement.

Quizzes have a 'right' response, whereas **Polls** are votes or tallies. Both are currently limited to 4 choices.

A **Quiz** will tell if you got it right or wrong, a **Poll** will tell you how you voted compared to others. *Influencers have the raw data counts and percentages that can be shared.*



Successful 'community moderators' participate

Meet Mysha, DIY'er from @RemingtonAvenue

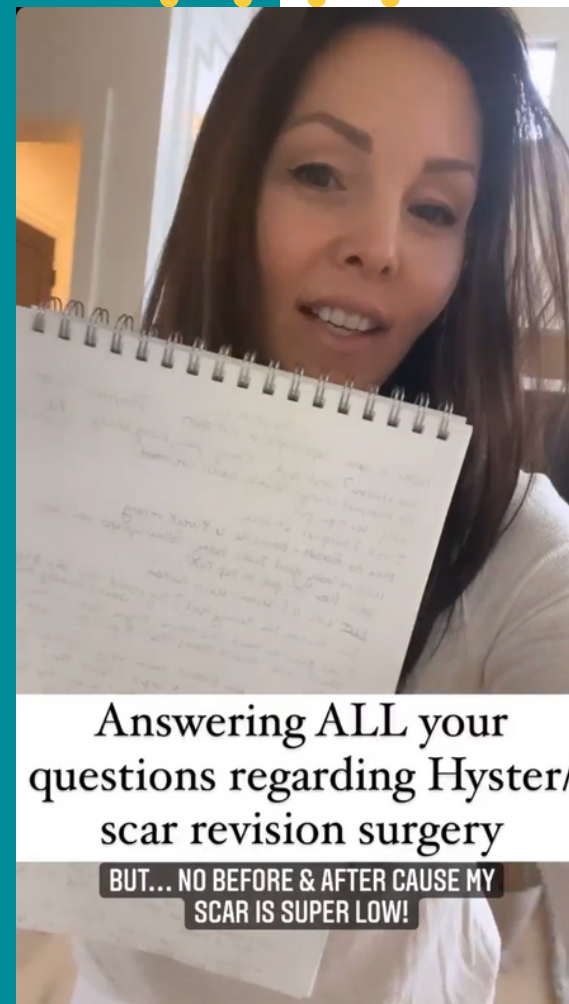
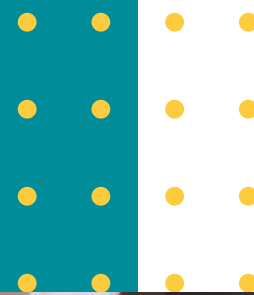


911k Instagram Followers

Interior designer with power tools! We can create the home of our dreams on any budget.

Influencers are not siloed in their content niches and can enter new markets at any time which expand our MR capabilities. For example, in 2021 Mysha started sharing more about her health journey, which led to a hysterectomy in the summer of 2022. Not what an outsider may 'expect' from a DIY home account.

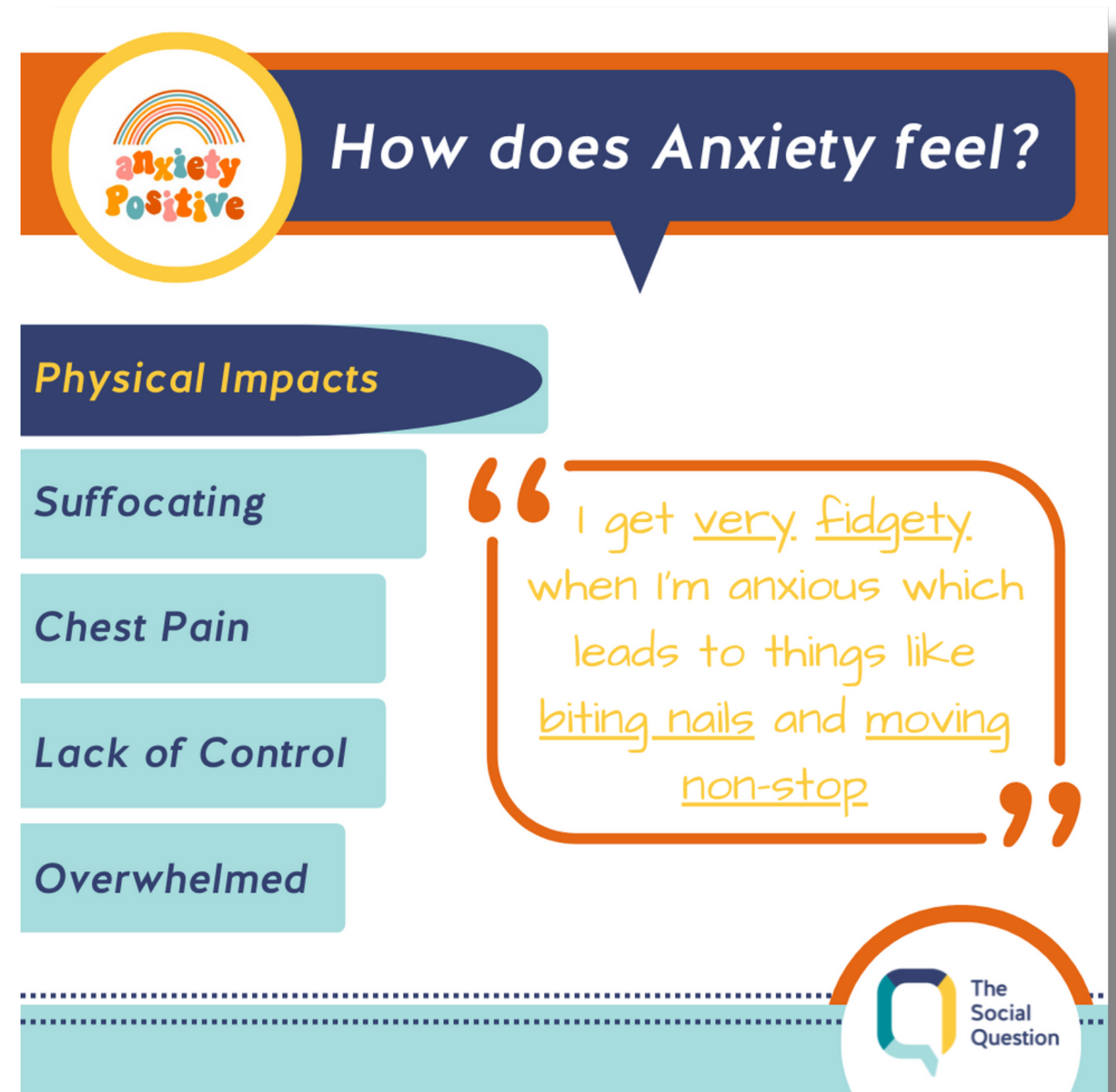
For weeks she documented her journey and shared with her followers. After surgery she hosted an "AMA" and bonded with other women about being a 30-something woman going through a medical procedure she never thought she'd need. The thousands of questions she received led to a blog post on all the curiosities women (mostly) had about our bodies. This type of conversation opens the door to a wide range of insights for both healthcare, caregiving, pharma, and more.





Example

The Social Question invited Anxiety.Positive to use our services to better understand her followers and their experiences with anxiety. Dozens of stories came in from this first-time collaboration that brought to life the true struggles of those with anxiety, including the physical manifestations of this mental health concern.




How does Anxiety feel?

Physical Impacts

- Suffocating
- Chest Pain
- Lack of Control
- Overwhelmed

“ I get very fidgety when I’m anxious which leads to things like biting nails and moving non-stop ”

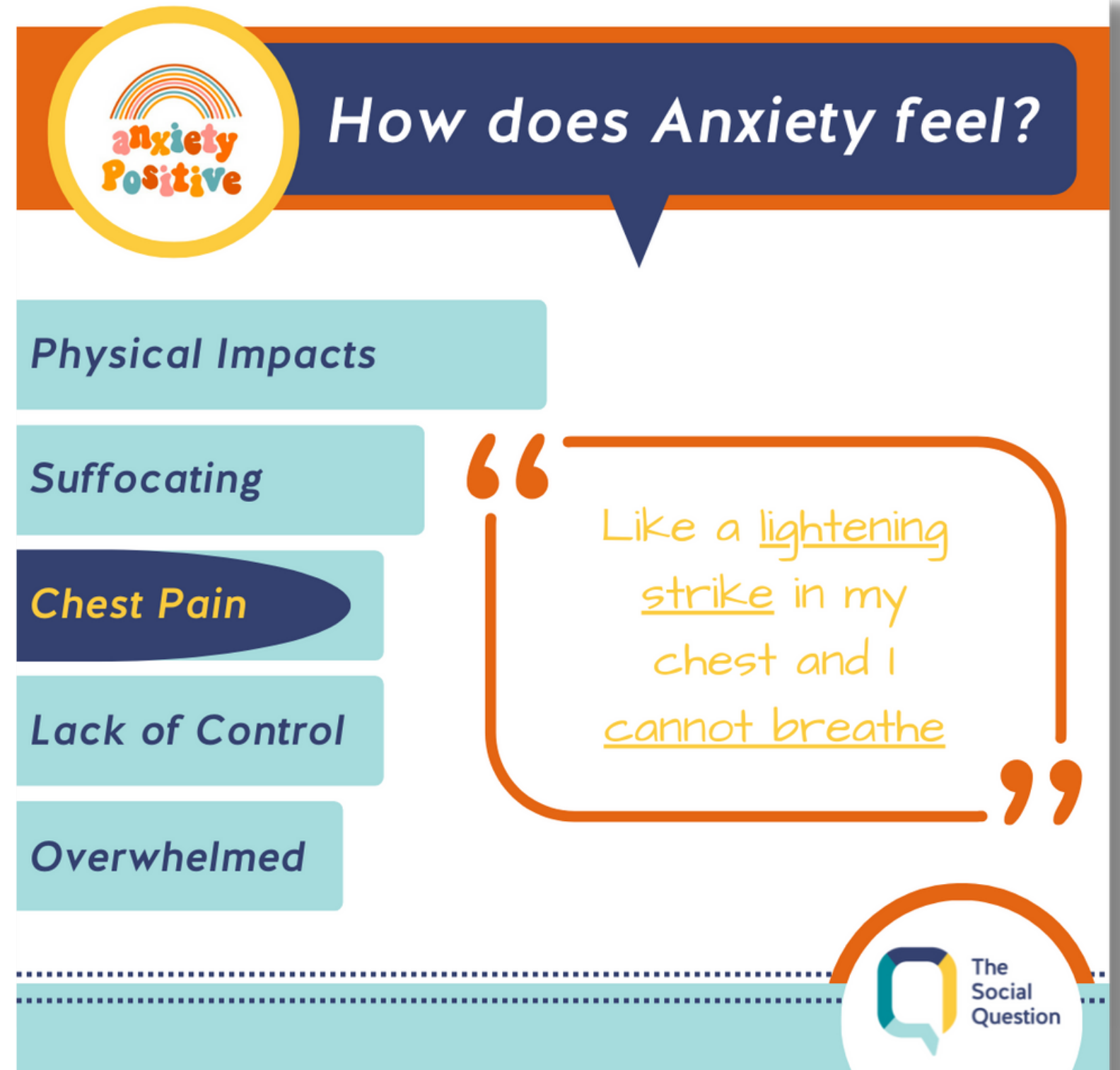
 The Social Question






Example


The Social Question invited Anxiety.Positive to use our services to better understand her followers and their experiences with anxiety. Dozens of stories came in from this first-time collaboration that brought to life the true struggles of those with anxiety, including the physical manifestations of this mental health concern.



 **How does Anxiety feel?**

- Physical Impacts
- Suffocating
- Chest Pain**
- Lack of Control
- Overwhelmed

“ Like a lightening strike in my chest and I cannot breathe ”

 The Social Question



Example

The Social Question invited Anxiety.Positive to use our services to better understand her followers and their experiences with anxiety. Dozens of stories came in from this first-time collaboration that brought to life the true struggles of those with anxiety, including the physical manifestations of this mental health concern.



How does Anxiety feel?

Physical Impacts

- Suffocating
- Chest Pain
- Lack of Control
- Overwhelmed**

“Overwhelmed and feeling like I need to solve everything right now”

The Social Question



Creator

Interest is Growing

Most conversations begin with understanding their current knowledge of MR (spoiler: it isn't much!) and the benefits for both them and their followers:



Creator

Interest is Growing

Most conversations begin with understanding their current knowledge of MR (spoiler: it isn't much!) and the benefits for both them and their followers:

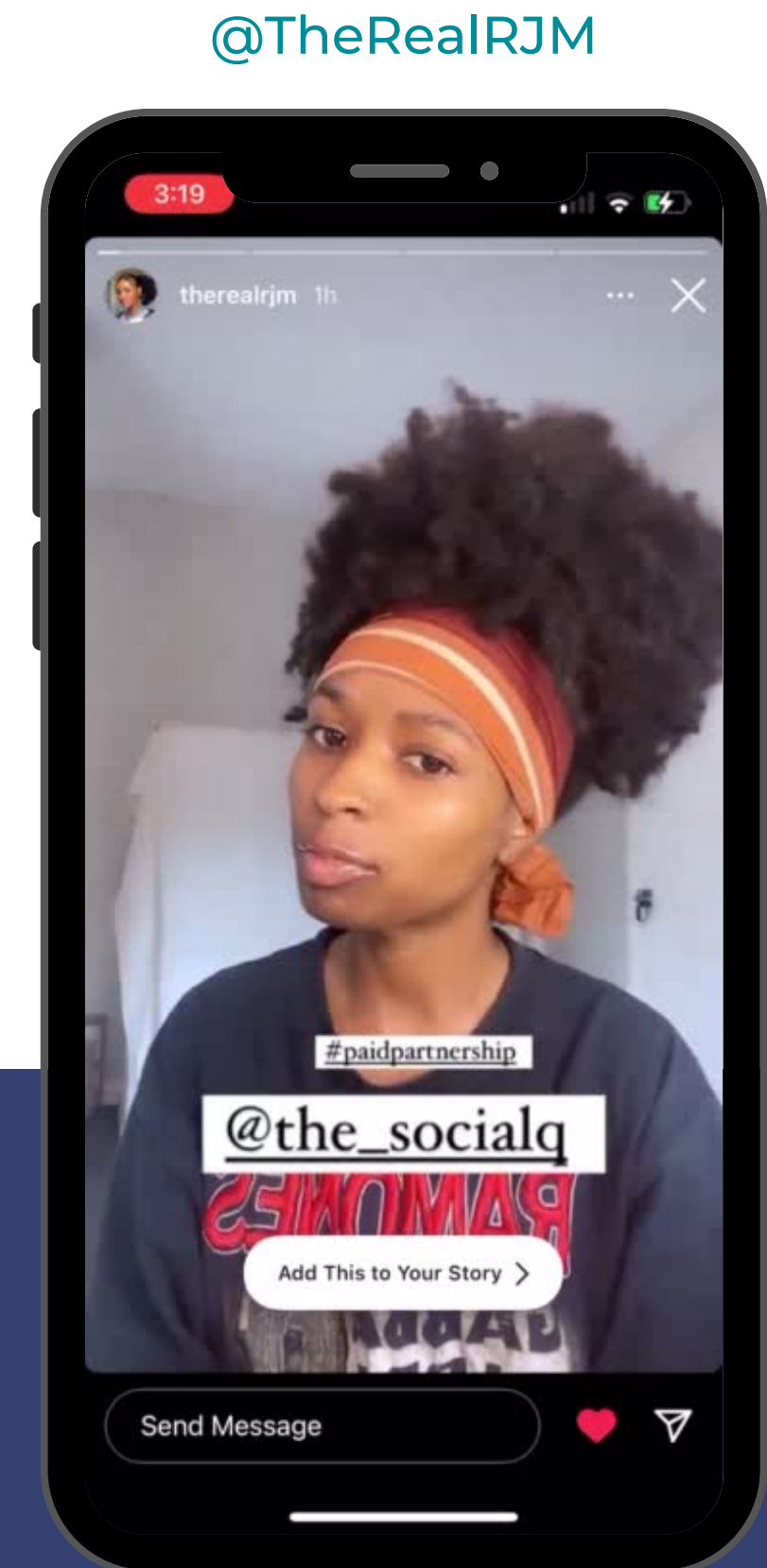
- New clients for Creators
- Boosts engagement statistics to help their marketing clients
- Followers are not asked to spend money, in fact, it's a way to "give back"
- Learn more about their followers and their interests
- New content strategies to consider and master

Strategy 1: *Recruiting*

Expand your reach with new research respondents.

Leverage social media during the participant recruiting phase of the project.

Example

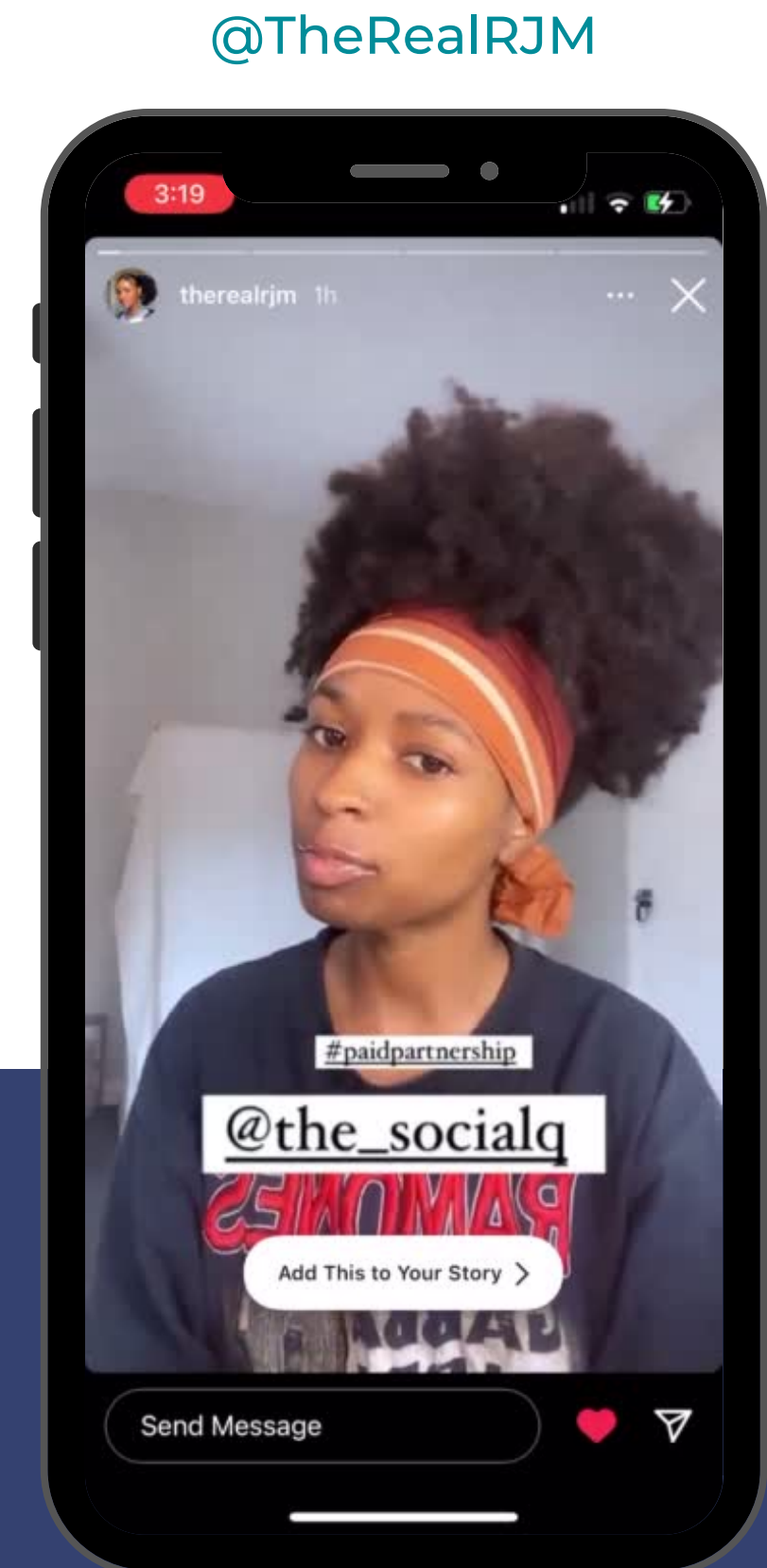


Strategy 1: *Recruiting*

Expand your reach with new research respondents.

Leverage social media during the participant recruiting phase of the project.

Example →



Collaborations

Hire an influencer to promote a link or topic



Social Media Ads

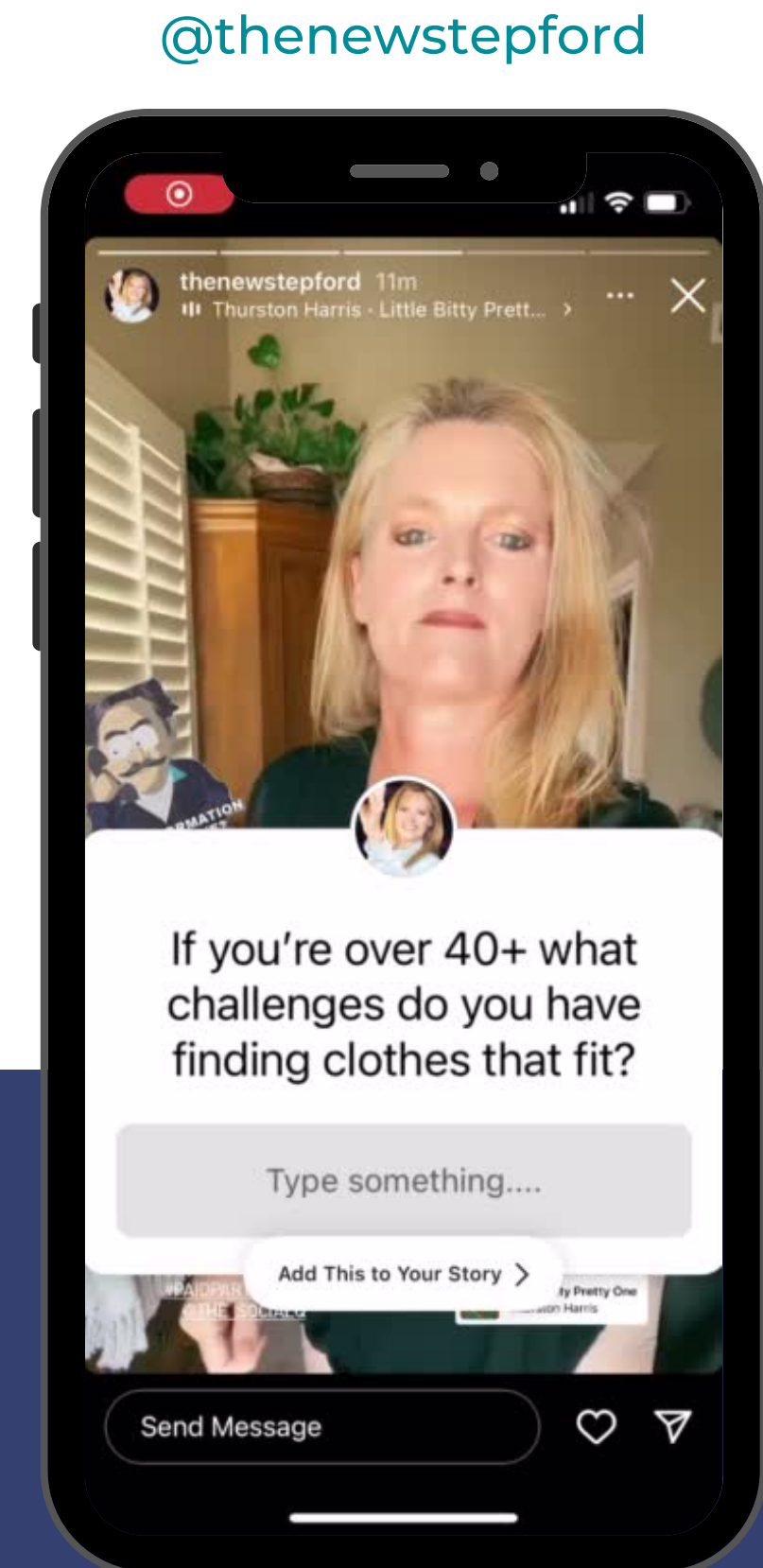
Boost social posts with links to screeners or surveys

Strategy 2: *Discovery*

Multiple execution tactics depending on the level of discovery need; is it for the research team or to complement traditional fieldwork results?

Some Creators are great at drawing out fresh perspectives.

Example



Strategy 2: *Discovery*

Multiple execution tactics depending on the level of discovery need; is it for the research team or to complement traditional fieldwork results?

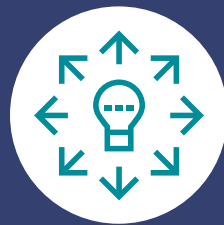
Some Creators are great at drawing out fresh perspectives.

Example



Education

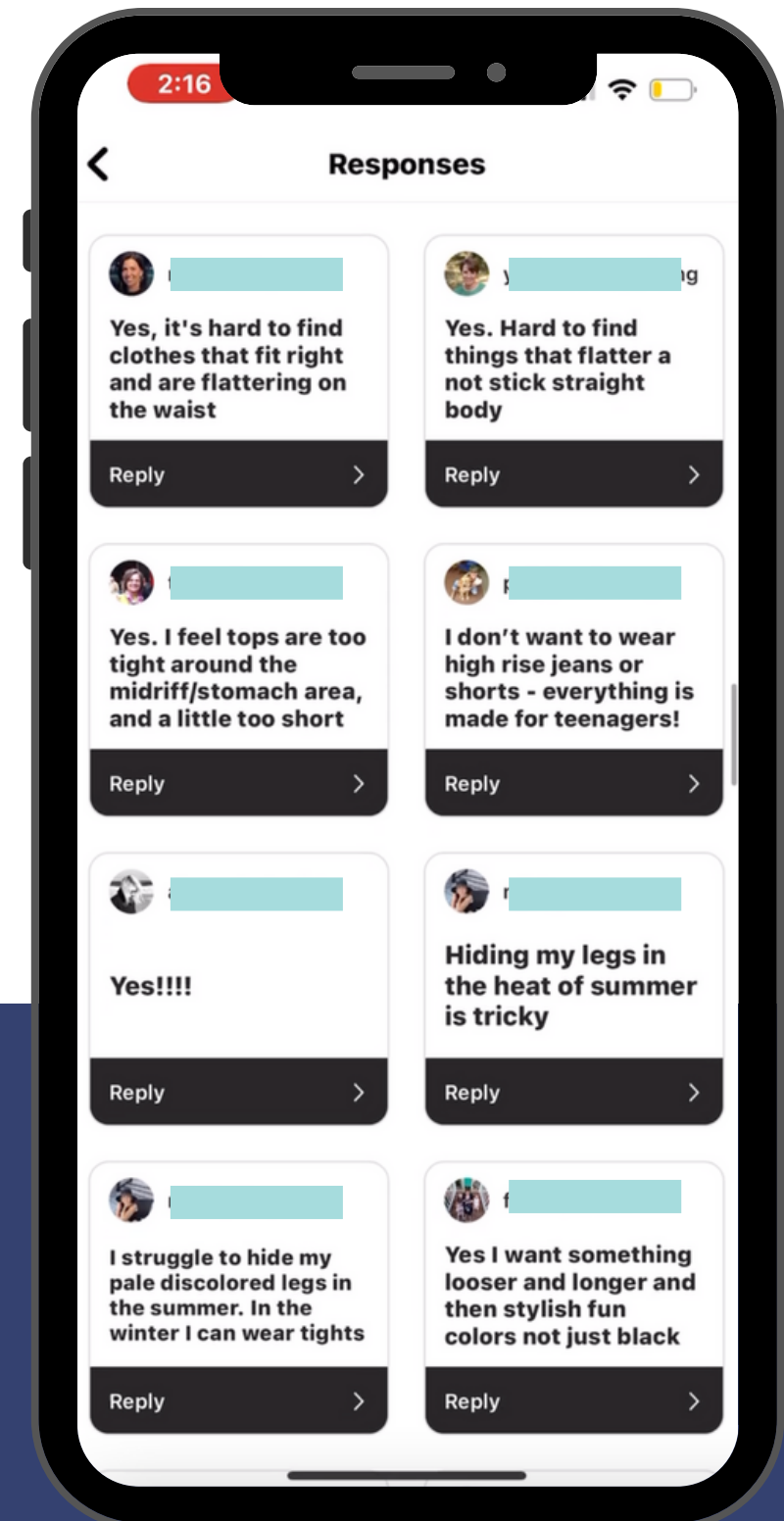
Need to get up to speed on a topic ahead of the fieldwork?



Expansion

Explore more on a narrow topic pre- or post-fieldwork to learn more details

@thenewstepford



Strategy 2: *Discovery*

Considerations when
integrating influencers to a
market research project:

On Topic

Strategy 2: *Discovery*

Considerations when
integrating influencers to a
market research project:

On Topic

Succinct

Strategy 2: *Discovery*

Considerations when
integrating influencers to a
market research project:

On Topic

Succinct

Conversational

Strategy 2: *Discovery*

Considerations when
integrating influencers to a
market research project:

On Topic

Succinct

Conversational

Creative

Strategy 2: *Discovery*

Considerations when
integrating influencers to a
market research project:

On Topic

Succinct

Simplified

Conversational

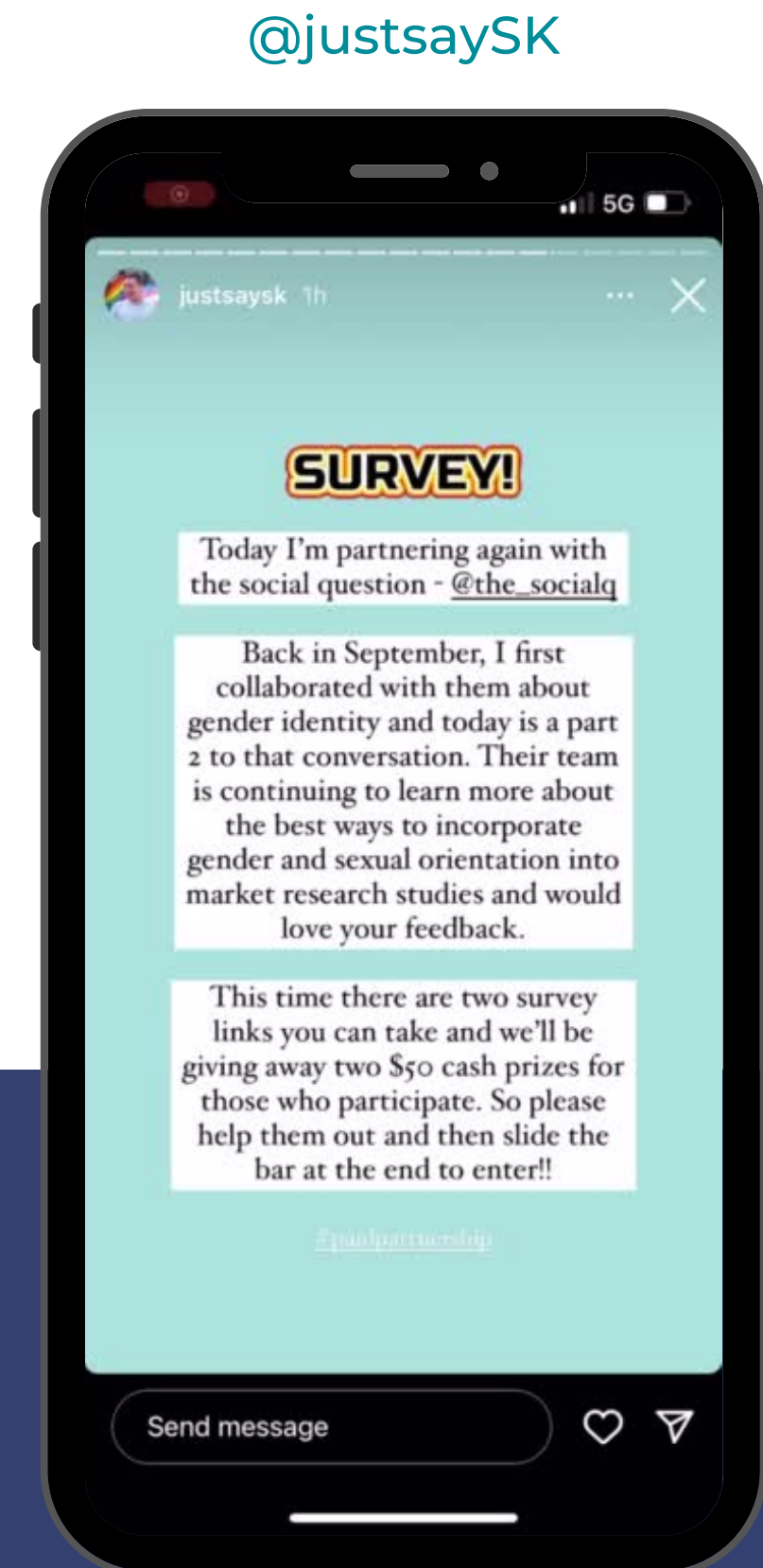
Creative

Strategy 3: *Mixed Methods*

Research methodologies are continuing to leverage both mixed-methods and multi-phase elements. Consider a portion of your study to have social media influence.

Creators crave consistent content - ideally collaborating more than once.

Example

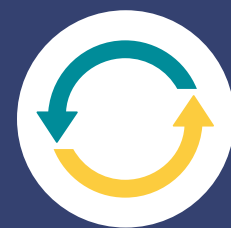


Strategy 3: *Mixed Methods*

Research methodologies are continuing to leverage both mixed-methods and multi-phase elements. Consider a portion of your study to have social media influence.

Creators crave consistent content - ideally collaborating more than once.

Example



Boomerang

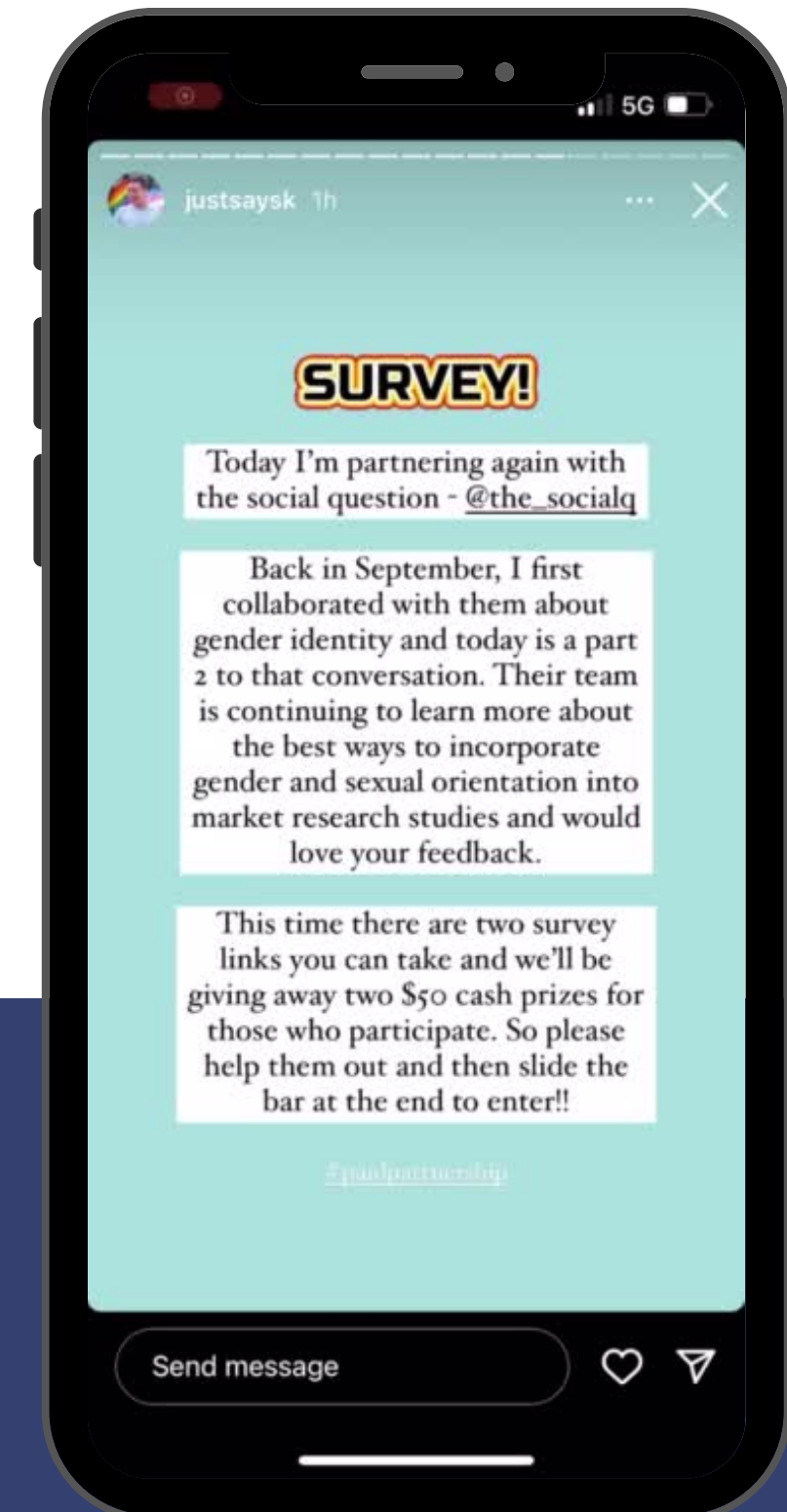
Collaborations often appear in cycles, plan ahead for the story



Authenticity

The more research collaborations, the more comfortable everyone feels about the engagements

@justsaySK





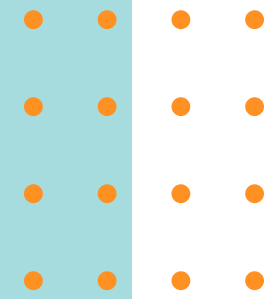
Tip #1



Content

You want an influencer/creator who has already started a robust conversation on the topic, or *is close enough.*





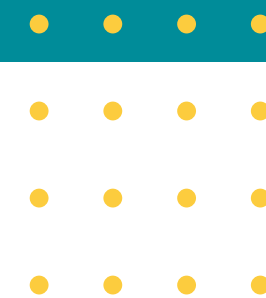
Content

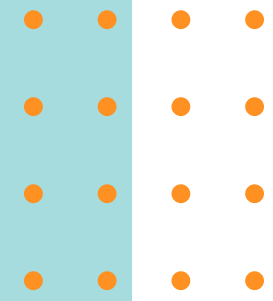
You want an influencer/creator who has already started a robust conversation on the topic, or *is close enough*.



Hashtags

Search for popular hashtags close to your research topic and look for posts with high visibility. Follow those creators.





Tip #1



Content

You want an influencer/creator who has already started a robust conversation on the topic, or *is close enough*.

Tip #2



Hashtags

Search for popular hashtags close to your research topic and look for posts with high visibility. Follow those creators.

Tip #3



Engage

Cold-calling is now in the form of DM outreach. Get past the requests folder by engaging on feed posts and stories reactions.





Final Considerations:

- Influencers draw out engagement because they also participate; it's a 'newer' style of moderating





Final Considerations:

- Influencers draw out engagement because they also participate; it's a *'newer'* style of moderating
- Topics are often not "one-and-dones" like traditional fieldwork, the conversation continues





Final Considerations:

- Influencers draw out engagement because they also participate; it's a 'newer' style of moderating
- Topics are often not "one-and-dones" like traditional fieldwork, the conversation continues
- People want to follow the rules, just need to explain what they are and clearly





Final Considerations:

- Influencers draw out engagement because they also participate; it's a 'newer' style of moderating
- Topics are often not "one-and-dones" like traditional fieldwork, the conversation continues
- People want to follow the rules, just need to explain what they are and clearly
- In-app collaborations will promote more responses, off-platform assignments need to be reserved for the specific niche





Final Considerations:

- Influencers draw out engagement because they also participate; it's a 'newer' style of moderating
- Topics are often not "one-and-dones" like traditional fieldwork, the conversation continues
- People want to follow the rules, just need to explain what they are and clearly
- In-app collaborations will promote more responses, off-platform assignments need to be reserved for the specific niche
- Treat the influencer like a consultant, not a hired talent; give them freedom to work their audience within the specs of your request





Final Considerations:

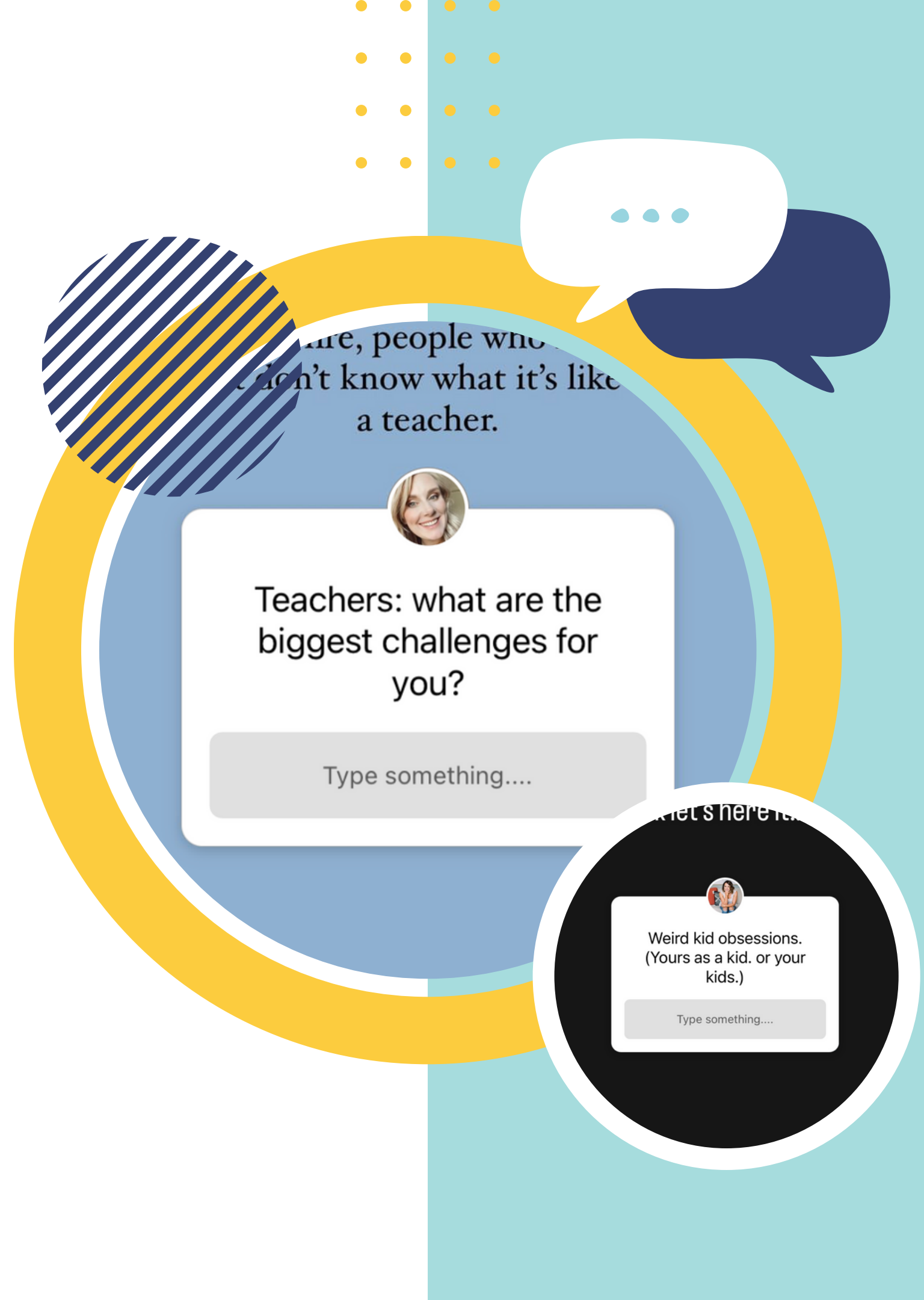
- Influencers draw out engagement because they also participate; it's a 'newer' style of moderating
- Topics are often not "one-and-dones" like traditional fieldwork, the conversation continues
- People want to follow the rules, just need to explain what they are and clearly
- In-app collaborations will promote more responses, off-platform assignments need to be reserved for the specific niche
- Treat the influencer like a consultant, not a hired talent; give them freedom to work their audience within the specs of your request
- Pricing for MR is still highly variable, we're competing with marketing budgets for the influencers' social real estate





Final Considerations:

- Influencers draw out engagement because they also participate; it's a 'newer' style of moderating
- Topics are often not "one-and-dones" like traditional fieldwork, the conversation continues
- People want to follow the rules, just need to explain what they are and clearly
- In-app collaborations will promote more responses, off-platform assignments need to be reserved for the specific niche
- Treat the influencer like a consultant, not a hired talent; give them freedom to work their audience within the specs of your request
- Pricing for MR is still highly variable, we're competing with marketing budgets for the influencers' social real estate
- Companies being partnered with the influencer need to have their own social media identify for authenticity and tagging





**The
Social
Question**

Contact:

Kayte Hamilton, Founder

hello@the-socialq.com