



KNow Research

Insight, Delivered.

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TIME TO LEARN QUALITATIVELY, MORE OFTEN

During this tumultuous year, it's more important than ever to connect with your target audiences regularly; their needs, wants, preferences and situations are changing more rapidly than ever before



Consider scaling down traditional approaches; move faster and listen to your audience more often

Get inspired by new methodologies like the ones here!

THOUGHT STARTERS

- 1. OPTIMIZE YOUR SURVEYS.** Don't let survey respondents just tick the boxes and leave! Invite them to opt-in to follow up qualitative conversations. It's as easy as adding a question to your surveys asking if participants are willing to be contacted to tell you more. Book those who are interested into groups, interviews or asynchronous research activities to learn more from them. Level up by strategically inviting them to the next phase based on their survey responses.
- 2. MAKE THE MOST OF YOUR SOCIAL.** Invite followers to give you more/deeper feedback in a one-on-one interview. Platforms like Instagram and Facebook have opened up the possibilities by offering in-platform, webcam-based spaces for real time follow up conversations with followers.
- 3. START AN ONLINE COMMUNITY.** There are many DIY and DIFY platforms that simplify community management, allowing you to get qualitative and quantitative feedback from your core target group in record time. The added benefit of this approach is that you don't need to set up a whole research project every time you have a question, just tap into your community!
- 4. POP- UP WITH KNow.** Book a Booth™ Insights project; the digital answer to intercept interviews. Get in-the-moment feedback from your target audience(s) quickly and efficiently. Learn from 20+ quality, qualitative conversations in one field day. Book yours [HERE](#)

