

# audienceaudit™ PROJECT ROADMAP

## EXPLORATION



### **Proposal**

Every project we undertake is custom-designed for that particular client. We'll get you a detailed proposal for the work we think makes sense based on our discussions.



### **Selling In**

We are here to help you sell the work! We are happy to set up a screen sharing meeting where we can explain the work we're proposing, show some examples and answer any questions they have.



### **Project Approval**

Once you give us the go-ahead, we'll send you a short contract covering the work as well as a projected timeline based on the project kickoff date.

## DEVELOPMENT (4-5 WEEKS)



### **Kickoff Discussion**

The first step in designing the survey is an in-depth conversation with you and your team. We'll ask questions and type like crazy.



### **Survey Content**

We provide the first draft of all survey questions and response options, in a word-type document.



### **Survey Content Review and Approval**

You and your team review the survey content and offer thoughts, suggestions and edits. Two rounds of revisions ensure that the survey incorporates the questions we need answered.



### **Online Survey**

Once the content is approved, we build the survey online. At this stage we're carefully monitoring survey length, flow and specific needs such as branching. Once it's ready we send you a link so you can test the survey.



### **Sweepstakes Setup**

To encourage the targeted respondents to participate, we establish an appropriate incentive and develop the rules for a sweepstakes contest.



### **Final Approval**

You have tested the online survey and approved the sweepstakes rules. We're ready to go! We make final adjustments so the survey is ready to field.

## **COLLECTION (2-3 WEEKS)**



### **Invitations**

We provide key points to incorporate in your survey invitations, and you invite your audiences in a variety of ways (depending on the project):

- Email invitations to your customer, member, student or prospect databases;
- In-store invitations at your retail locations;
- Partners who reach your target audience members and are willing to send an invitation to the survey on your behalf;

Each invitation type gets its own link into the survey, so we can compare them once the results are analyzed.



### **Panel Coordination**

If we are using an independent research panel to gain insight from individuals outside of your databases, we work with the panel providers and manage the whole process for you.



### **Fielding**

Once invitations go out, we monitor responses and update you on a daily basis. Responses are completely anonymous. Surveys typically remain in the field for 2-3 weeks depending on the audience.

## ANALYSIS (3-4 WEEKS)



### **Analysis and Visualization**

Once sufficient responses have been collected, we will download the data and begin analysis to determine your audience segments as well as insight from all of the questions included in the survey. The data will be visualized with Tableau® visualization software, designed to provide an interactive, comprehensive and visually compelling view of the results.



### **Incentive Awarded**

We randomly select the sweepstakes winner from among the qualified entries and provide their contact information to you so that you can award the prize.

## SHARING (1 WEEK)



### **Results Workshop**

We conduct a detailed interactive workshop via screen share with you and your team, reviewing all of the results and discussing the insights and any questions that result. Our goal is to ensure that your team members are fully comfortable with the findings and their implications for the organization's work moving forward. At the end of the meeting we provide a PDF of all charts, a link to an interactive workbook that can be viewed with the free Tableau Reader software, and any additional files such as verbatim responses.

## CONTACT US



### **Let's Chat!**

We look forward to discussing how our work can be of service to your organization. Please don't hesitate to reach out and let me know how we can help.

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