

Insights

Make Your Insights Work Harder For You

Thanks to agile research tools you can now get key insights in time for business decisions. Though having the insights when you need them is just the start. Agile tools can be used to stretch your insights investments in new ways, creating additional value for the business. From aligning plans and resources, to providing the data-fuel you need to drive your business forward, the benefit of agile approaches can extend well beyond speed.

BIG VILLAGE



There are **three simple ways** you can increase the value of your agile research.



1 Understand the person, build the persona

Storytelling is 65% of human interaction. Flexible, fast qualitative tools, such as online communities, are an efficient way to help people tell their stories to understand them and their needs in a deep, emotional way. Providing a space where we give people the opportunity to share their stories in ways that can help you drive people-centric business decisions could have a big impact on the business. The more deeply you understand the emotions that drive behavior, the greater the emotional connection you can make to customers, driving over 300% higher LTV and 30% more recommendations.



By serving people a curated set of prompts and tasks in an online community platform, like their social platforms, you too can easily pull out the emotions that drive people's behaviors. And by leveraging the different types of tasks typically available in community platforms, you can be inclusive of different communication preferences, giving people a way to share their experiences and perspectives in a manner where they are comfortable opening up. Whether it be written words, spoken words, through pictures, or videos, we can help you provide a way in for anyone, at any time.

The rich understanding available from an online community provides a solid foundation to start to build personas. Examining the patterns in motivations, inspirations, perceptions, and values illuminate different groups within your target. Personas help to bring the consumer to life for your organization. The multi-media capabilities on most community platforms allow you to use video and audio to provide memorable experiences for your team to internalize the personas they are working to reach. Videos, consumer quotes, testimonials, ethnographies, all provide rich content to rally your team around the personas you seek to target and leverage for growth.

2 Describe the persona, identify the drivers

Once you have identified the personas to focus on, **profiling personas on behaviors and demographics, as well as defining the drivers of choice and preference in your category are key to developing strategies to meet your key persona(s) needs.** Agile survey tools provide a quick, efficient way to take learnings from the online community and develop a survey to classify people into the personas, size them and quantify the drivers of brand choice.

Survey data sets are easily integrated with other sources, such as online behavior data and purchase data. Leveraging multiple data sources is an efficient way to get greater value from your research. Integrating online behavior data helps shed new light on topics of interest, categories they are researching, and media they consume. This serves two purposes: to understand each persona more fully and to create addressable audiences for marketing campaigns.



3 Build, Deploy, Achieve

All too often the audiences that drive our marketing campaigns are disconnected from the type of persona development and consumer insights described here. But they don't have to be. The data sets used to identify the personas can be integrated with the same behavioral data used to build audiences today. However, instead of building the audiences only from the behavioral data, consider building the audience off the survey data – the actual voice of the customer. Audiences built this way are more effective because they are based on direct responses from consumers, rather than inferences made by media planners.

Developing custom audiences of your target personas for activation across media channels is the ultimate activation of insights. And agile tools – online communities and quick surveys – facilitate fast go-to-market for your product or campaign.



Case study

Here's an example of how Big Village was able to leverage agile tools to support a technology company with their targeting for a new product launch.

Challenge

A tech company had a short timeline and a limited budget for a new product launch. DIY wasn't a viable option for the client, as they didn't have the skills or access to the tools.

This client didn't have reliable information on who their target audience was, and the price of the product was starting to raise concerns that the product wouldn't have a successful launch. They needed to know who was interested in the product, would they be willing to pay the premium price for the product, and how they should communicate to these prospects to drive sales.

Solution

Big Village quickly deployed a 3-day online community, via Big Village's Digital Hives, to engage over 200 potential prospects to get their feedback on the product and the pricing. We were able to hone in on prospect characteristics. Based on what we learned in this qual-quant phase, we developed an efficient online survey to size the target and identify purchase drivers/barriers.

In this case, we used a DIY tool to speed up the process. Leveraging the DIY tool on the supplier side allowed us to meet the timing and budget requirements. With our team leveraging these DIY tools, we were able to provide incremental value through our expertise and experience, guiding the client on the most efficient way to get at the learnings they needed to make critical business decisions on the table.

Impact

Having a small team of analysts who understood the client's issues and the decisions to be made enabled Big Village to make quick work of diving into the data to serve up insights. This allowed the client to more efficiently evaluate potential strategies. They had the time and space to consider context, ease of implementation, relative impact, etc., while our team focused on uncovering the insights, with an informed, yet objective eye. This "clean" view enhanced the breadth of recommendations brought to the table, some likely would not have surfaced were the client working alone.

Based on what we learned from prospects, our client was able to modify their marketing campaigns, resulting in more effective executions and placement. This enabled the ability to craft specialized messaging and targeting to drive prospects down the purchase funnel. We used the survey data as the foundation to create a custom audience for activation across online, CTV, and Facebook.

In a matter of a couple of weeks, we unlocked opportunities the client hadn't identified or even considered. Concerns about the launch subsided as fact-based insights provide the direction the brand needed to have a successful launch, all in time to inform decision making.



Transform your future today.

info@big-village.com