

NICHE RESPONDENTS IN THE DIGITAL AGE

INSTAGRAM INFLUENCER SURVEYS

USE CASE

Getting answers from **niche** **audiences** in a **digital world.**

INFLUENCER SURVEYS

To make the right business decisions, gathering feedback from people in your business category is critical. But sometimes, these people might belong to a specific niche that isn't easily accessible on a research panel conducting surveys.

People like millennials and Gen Z, healthcare patients, business executives and even parents of young children. Groups like this have always been hard to reach to conduct research. Their priorities are different. The way they communicate is different. So what do you do?

Our solution is to engage them where they already are. In this example we partnered with an Instagram influencer in the new parent niche to post a chat survey in their Instagram stories ("swipe up to answer a few questions!").

The results were impressive. In 24 hours we had a significant amount of responses from parents of young children and impactful data collected on their relationship with their healthcare practitioners that we could take action on.



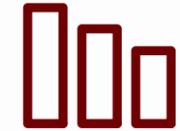
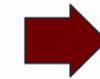
Challenge

A children's brand was planning to launch a product but needed to understand more about the relationship parents had with their doctors.



Solution

Angus Reid designed key questions and partnered with a parenthood influencer to post a chat survey in their Instagram surveys for their following to complete.



Result

After 24 hours, Angus Reid had a significant sample size from this audience which led to actionable data for the company to include in their decision making process.

The process was simple.

1. PARTNER WITH AN INFLUENCER

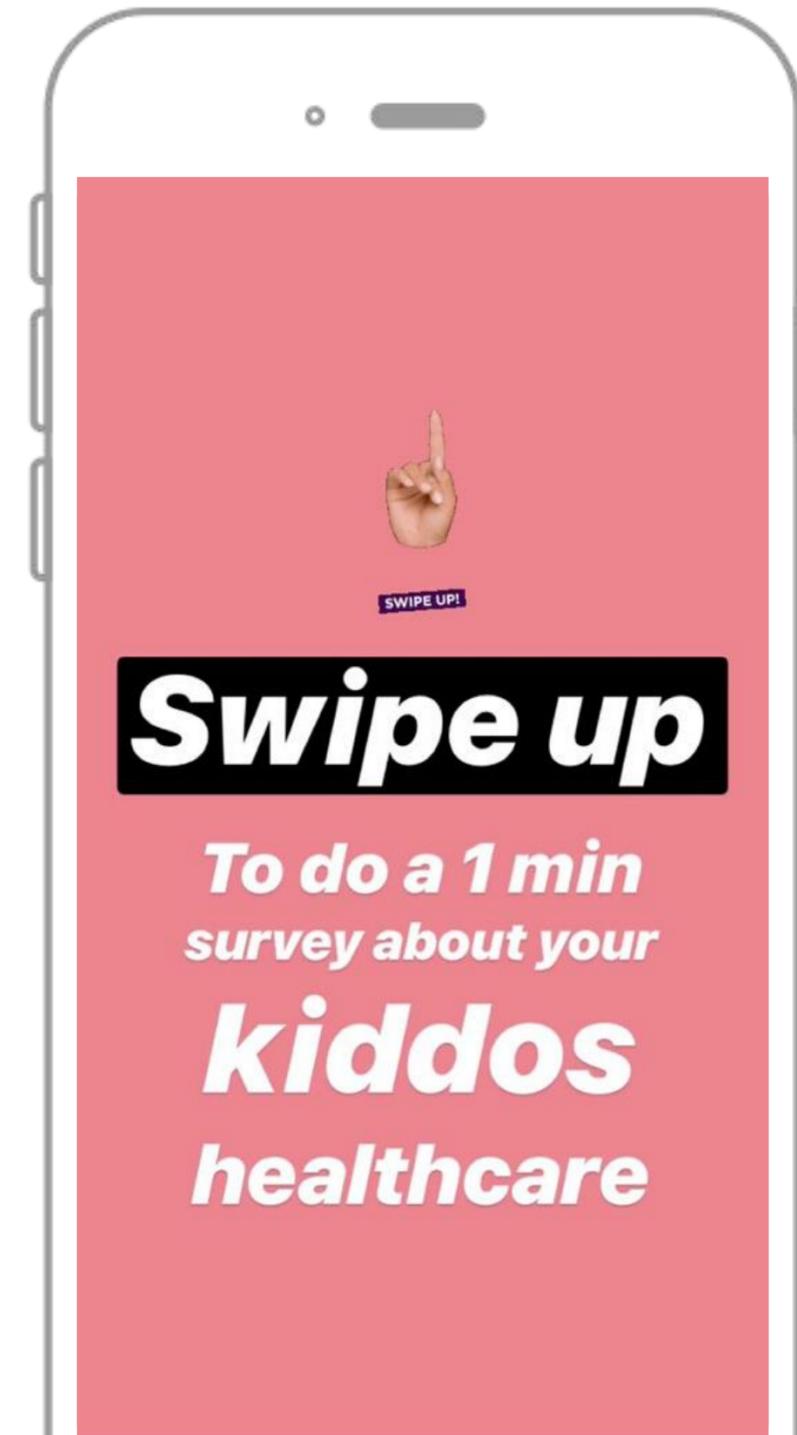
We found a parenting influencer that fit our niche, had a robust following and was interested in partnering.

2. DESIGN A CHAT SURVEY

Using our Chatlab tool, we programmed a seven question survey about the relationship parents have with their healthcare providers.

3. "SWIPE UP!"

The influencer posted the call to action that led to the survey URL and we collected the data.



Why use a Chatlab survey?

1. EASY TRANSITION FROM IG STORIES

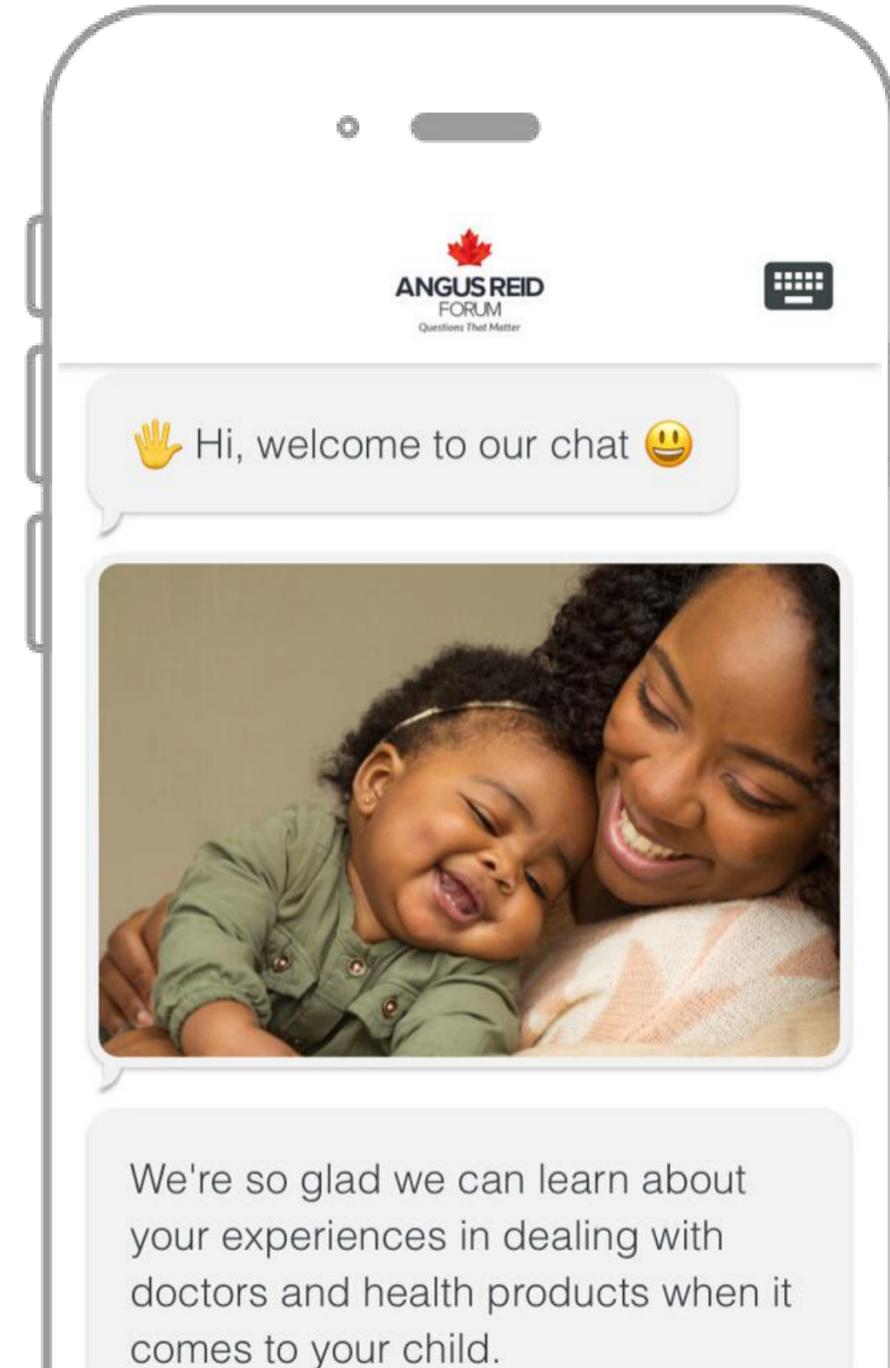
The experience opens right into the chat, which is interactive and engaging.

2. BETTER RESPONDENT EXPERIENCE

With gifs, imagery and conversational tone the participant isn't turned off, which doesn't hurt the influencer's engagement or loyalty.

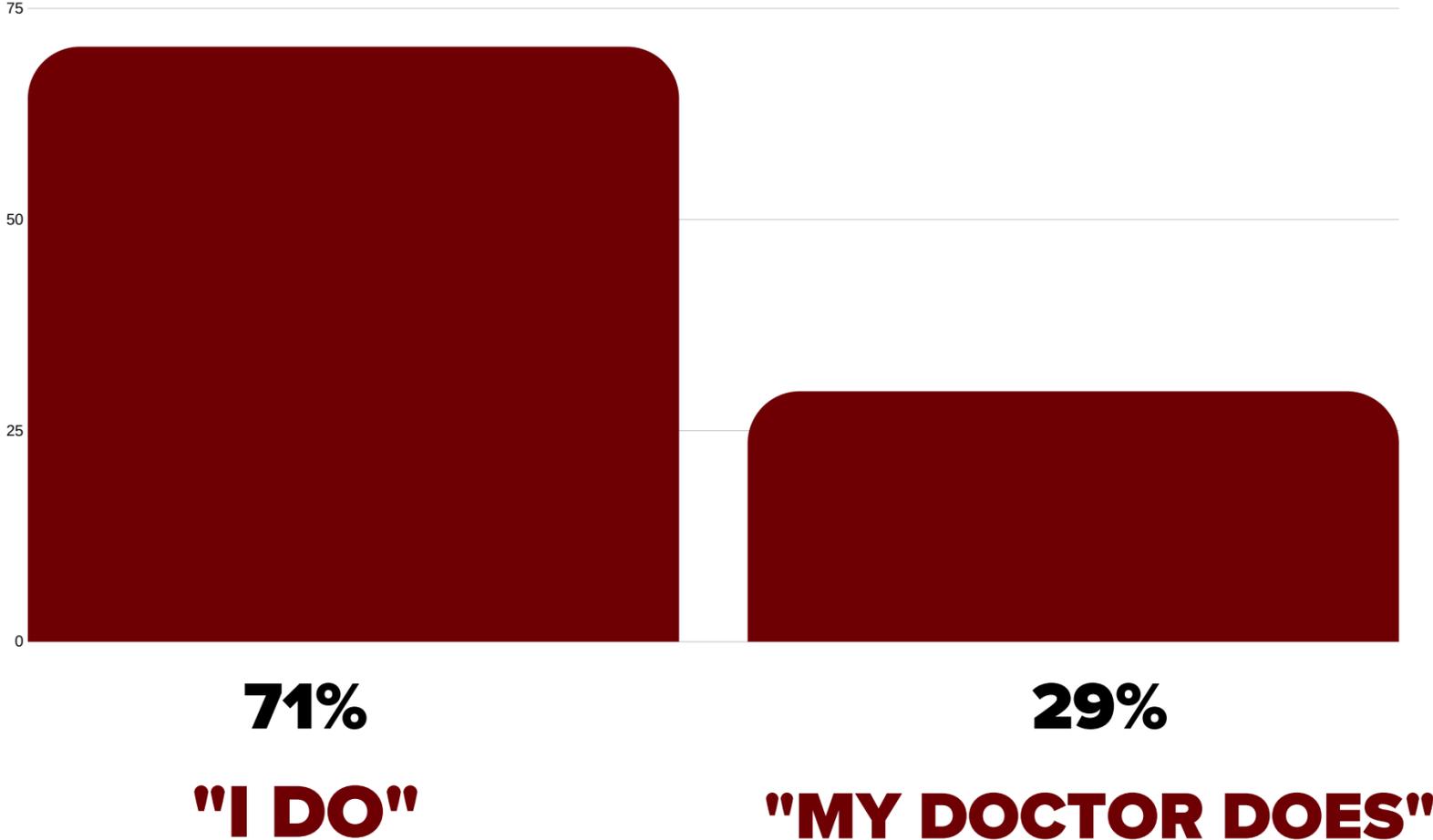
3. FAST RESPONSES

The answers started coming in within minutes and we needed to collect all data in 24 hours as it was a story post.



Impactful results in 24 hours.

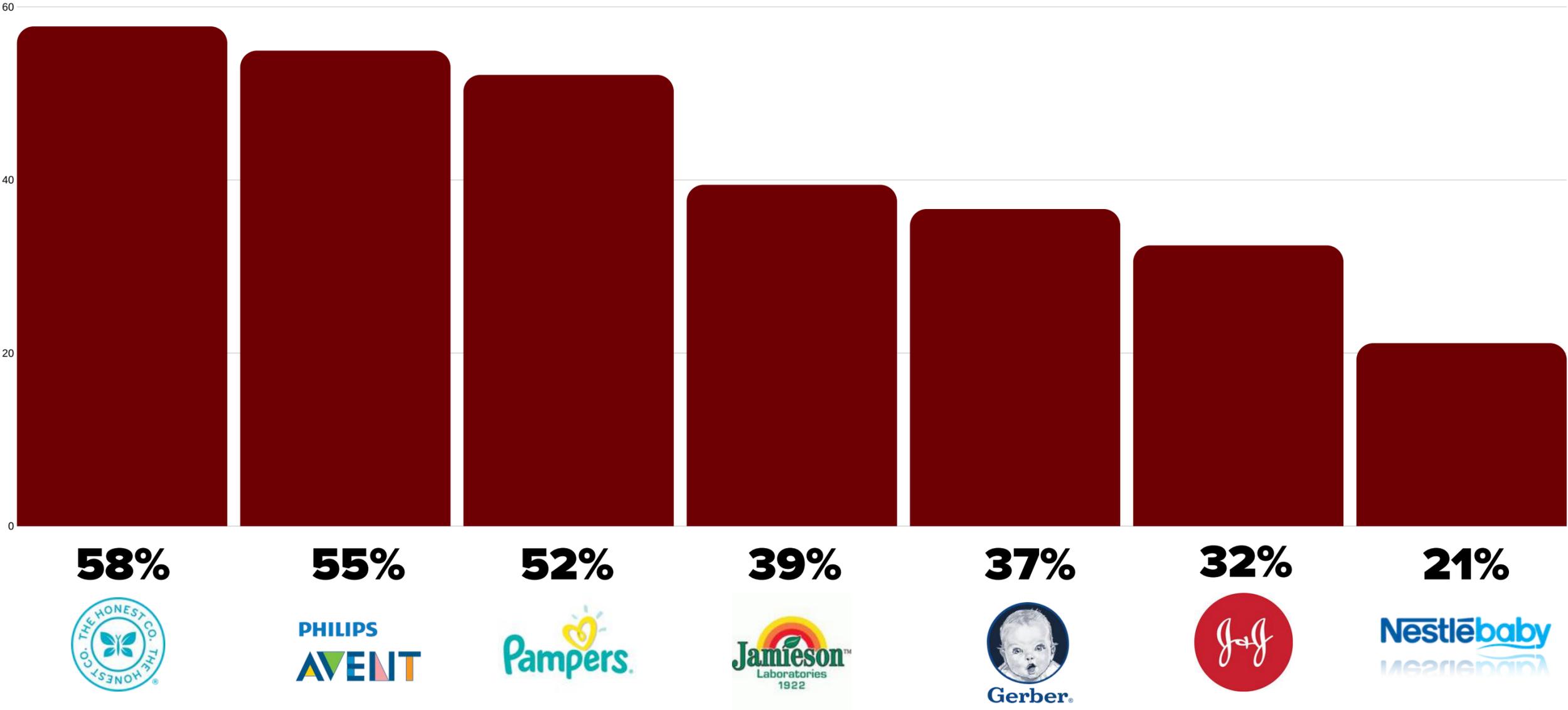
"When it comes to your child's healthcare, who tends to lead the conversation?"



SAMPLE: PARENTS OF CHILDREN
NOTE: NOT REPRESENTATIVE OF CANADIAN POPULATION

Impactful results in 24 hours.

"Which of the following brands do you trust?"



SAMPLE: PARENTS OF CHILDREN
NOTE: NOT REPRESENTATIVE OF CANADIAN POPULATION

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THANK YOU!