



TREVANIAN LEGG
SOCIAL MEDIA RESEARCH

EVANSFINCH
SOCIAL MEDIA APPLICATIONS

TRUST, IDENTITY, REACH & REWARD

MAKING SOCIAL MEDIA WORK FOR MARKET RESEARCH

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Trust

Trust is two way

- People must trust the researcher to be a valid professional.
- The researcher must trust the people to be honest.
- Fundamental to all relationships, not just market research.

Identity

- Key to establishing **TRUST**.
- People invest time in identity- Facebook, LinkedIn, etc.
- People are themselves, use their real names.
- Social media relies on **REAL** World relationships with real world people
- People care about what friends and contacts think of content they post.

Reach

- How do you get a relevant sample set in the right demographic, geographic, etc.
- Traditional research - hard to do, expensive, problems with sample, response rates, etc.
- Recruitment methods need to be chosen to reach appropriate target group.
- Platforms only become valid when they have critical mass of users.

Reward

- People must have a reason to press the share button - must have reward, eg prizes.
- Prizes in games are not a lottery - by making it a game person can affect whether they win.
- Different rewards for different types of participation - eg. animation for voting, and prizes for ideas.

Coffeemat Challenge

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COFFEEMAT CHALLENGE

BUSINESS IDEA WIN PRIZES! VOTE ONLINE

COUNTDOWN
NEXT PRIZE IN:
05 : 02 : 14
DAYS HOURS MIN

SUBMIT YOUR IDEA

GOOD IDEA **BAD IDEA**

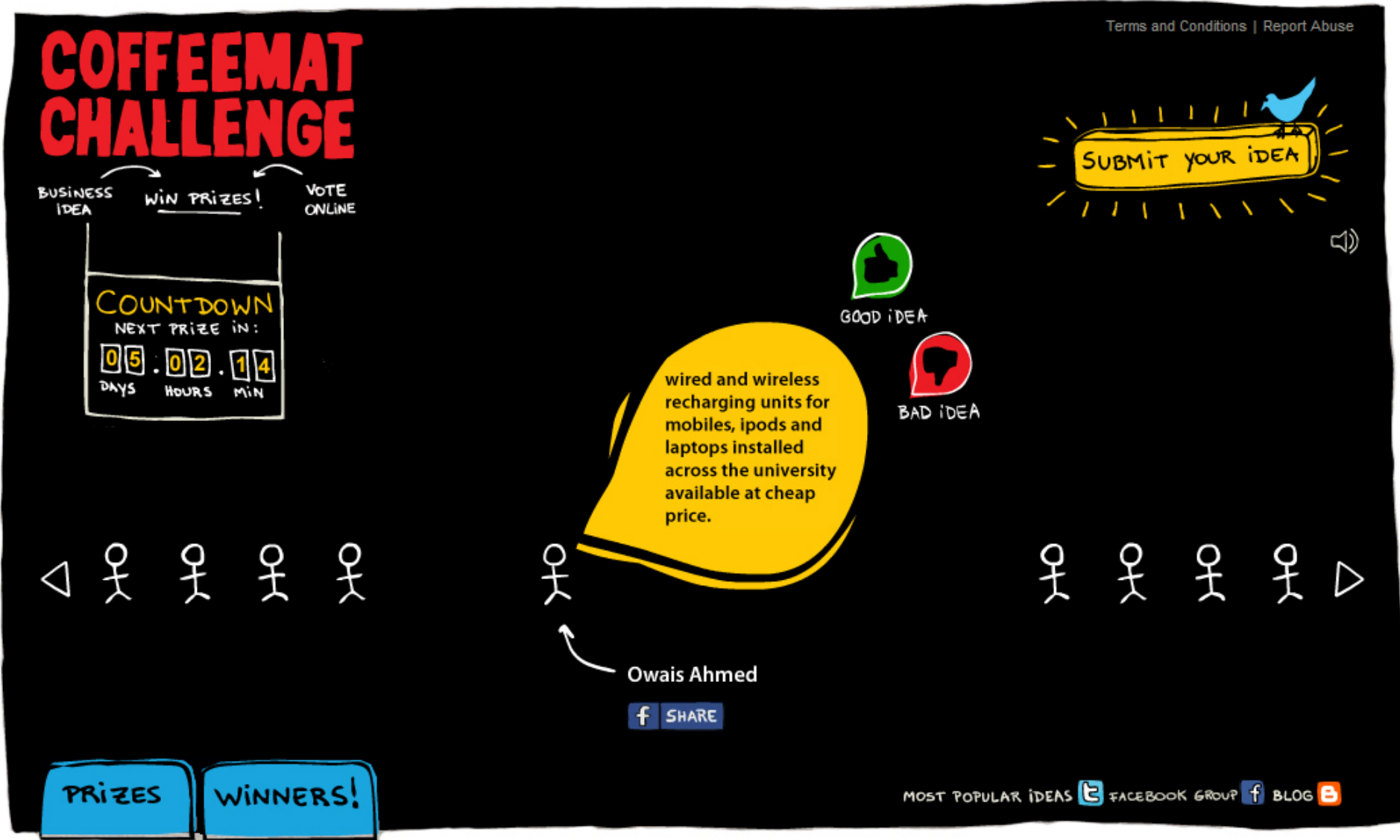
wired and wireless recharging units for mobiles, ipods and laptops installed across the university available at cheap price.

Owais Ahmed

f SHARE

PRIZES **WINNERS!**

MOST POPULAR IDEAS FACEBOOK GROUP **BLOG**



Case Study: Coffeemat Challenge

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PRIZES WINNERS!

MOST POPULAR IDEAS FACEBOOK GROUP BLOG

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SUBMIT YOUR IDEA

OK OK OK OK

YO YO YO YO

PRIZES WINNERS!

MOST POPULAR IDEAS FACEBOOK GROUP BLOG

Other Applications

- Can be applied to crowd-sourced Idea generation, survey design, SMM campaigns, or SM Platforms.
- Structure for thinking through what you are doing.
- Essential for success of all above to get it right at all stages.
- Gaming = reward. Gaming is crucial to the Social Web and everything that happens on it.

Thanks!

Questions?

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REACH MORE PEOPLE