

RESOURCES

# Audiences and algorithms: Audience Insight Techniques

 SPEAKER

**Lou Barton**

Senior Digital Marketing Strategist at TPXimpact

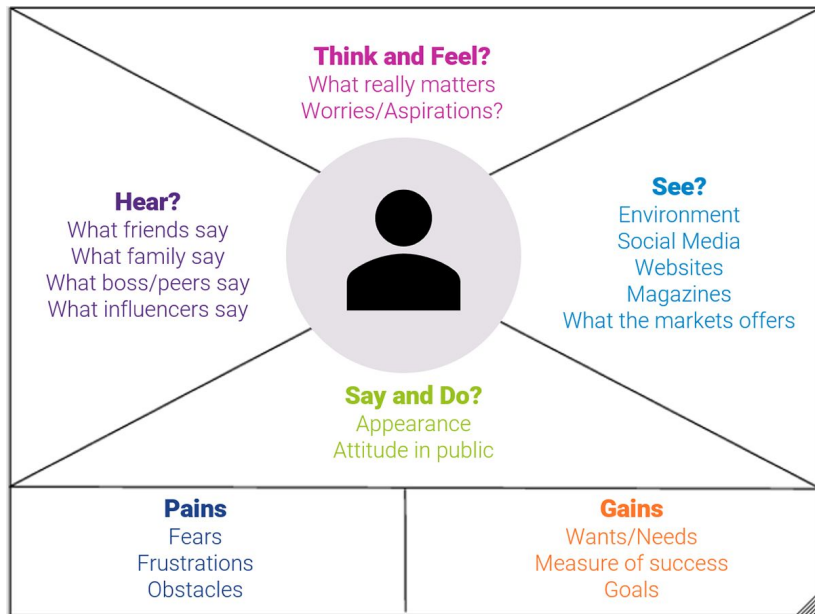


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How can you get a  
deeper  
understanding



# /It starts with knowing your audiences



Empathy maps are a great way to step into the shoes of your audience.

# /Low effort research – email surveys

## Warm Audience

We can gain invaluable insight from supporters by asking for their help filling in a survey.

For warm audiences, surveys can be sent out via email. The survey structure could be kept very simple by emailing one survey to an email list.

However, for a more detailed and data rich survey you could segment your email data by sending individual tailored surveys to each. The responses can still be combined to give significant results, but you'll also have answers to your questions by different audience types and start to understand their nuances.

# /Planning your survey

## **Types of questions**

Use a range of open and closed questions that give quantitative and qualitative insight. Open questions allow supporters to tell you what they think in their own words.

Use them sporadically for your most important insight questions, to make sure the survey isn't too long.

## **Purpose**

Define the purpose of each question.

What's your reason for asking – to find out supporters motivations for giving, segment the respondents (age, type of engager), or understand what features and content supporters expect to see.

**Schedule** any email surveys around other email campaigns. Sending ad hoc without considering time of day and other communications in the supporter journey will lower your response rate.

# Example question

Purpose	Goal	Question	Input
Improve user journey	<ul style="list-style-type: none"><li>• Understand if considerers want to be invited to a talk, event, lab visit.</li><li>• How do supporters want to find out more about leaving a gift in their will – Would booking a follow up phone call appointment be useful? Is the free wills guide helpful? Is an FAQs useful?</li></ul>	<p>Which of the following options would you find helpful when considering leaving a gift in your will? (Scale)</p> <p>Extremely helpful Very helpful Moderately helpful Slightly helpful Not at all helpful</p> <p><b>Follow up question</b> – Is there anything else that you would find useful?</p>	<ol style="list-style-type: none"><li>1. A gifts in wills guide</li><li>2. A phone call to discuss your options</li><li>3. Information on how to write your will for free</li><li>4. A talk with PCUK and solicitors about how to write or change a will and include a charity.</li><li>5. A guided tour of PCUK research labs to see our scientists in action</li></ol>



# /Low effort research – social media surveys

## Cold Audience

Your colder audiences are still in reach and one of the most valuable groups to gain some insight on.

When surveying colder audiences questions must be brief and time spent on the survey kept to an absolute minimum.

Social media is the key channel to focus on for surveying colder audiences.

Links to surveys similar to those emailed out to warm supporters, can be posted on all social media channels. Framing this as a volunteer opportunity tends to get good engagement.

For quick insight on a single user need, asking a question through a facebook poll can give quantitative feedback and spark discussion that will help you understand your users further.

# /Mid effort research – focus groups / interviews

In the survey emailed to supporters, ask respondents if they'd be willing to be a part of a focus group or interview. This is where you could do some group moderated user testing taking supporters through journeys, showing them the content and marketing collateral, and asking for their feedback.

Here you'll really get to the crux of why.

Comprehension testing with this group would bring a lot of value when thinking about how to communicate the science behind the research.

Focus Groups give you the opportunity to ask supporters directly what does the copy mean to them, particularly research stats and how the donations are spent. For example 'Every £1 you give helps researchers unlock an additional £6.32 in future funding...'. Ask how they would explain this in their own words.



# Thank you

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