



Learn from your target audience in your own Community Panel

Whether your target audience is your customers, prospects, or business partners, Morpace's eCommunity solution will help you better understand their needs and motivations by *listening* to them in your own private, online research community panel.

eCommunity gives your target audience an opportunity to have their brand expectations met, while simultaneously helping companies increase brand advocacy and loyalty. Simply put, eCommunity is a collaborative method of research with immediate benefits allowing you to make more informed, timely decisions.

eCommunity Approach

A dedicated group of eCommunity Specialists will work with you to develop, design, and populate an eCommunity that is appropriately aligned to your business issues and initiatives. Concurrently, Morpace will partner with you and your key stakeholders to identify an engagement plan that is grounded in our set of best practices and is properly aligned with your research objectives.

eCommunity prospects are then screened, profiled and invited to become eCommunity members. Members interact with Morpace's eCommunity Specialists and trained moderators, other eCommunity members, and the client team, if appropriate.

Members have the opportunity to participate in a variety of qualitative and quantitative research events including forum discussions, digital ethnography, quick polls, and surveys throughout the entire product development cycle to support:

- Ideation
- Concept Testing
- New Product Development
- Website Development
- Advertising and Communication
- Crisis Management

Our eCommunity Specialists will analyze the data using Morpace's Custom Community Analytics™ to transform the information into actionable results that will help to drive profitable business decisions.

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eCommunity Creates Value

Whether your need is a long-term engagement with your target audience or a quick reaction to a product concept, eCommunity will uncover the insights your business requires today.

eCommunity delivers faster, more meaningful, actionable insights through:

- A purpose-driven eCommunity of your target audience who share a common interest and develop a sense of trust and belonging
- An interactive environment conducive to deeper topic exploration, such as the motivations behind opinions and behaviors
- Real-time results allowing data mining not feasible with traditional research methods
- Deeper profiling and longitudinal learnings that become richer over time



Start *listening* to your target audience and include a Morpace eCommunity in your market research and social media strategy today.

For more information please call 248.737.5300
or email us at information@morpace.com.