

iReach Conversations

Where Social Media meets Market Research



Real People - Real Insights



www.ireachinsights.com



What is iReach Conversations

Social Networks create significant opportunities to harness online social conversations and listen to the 'warts and all' commentary on a topic, product or brand. What every social network shares is a common topic of interest or conversation that brings participants together; to contribute comments, content and experience with their social peers. For many organisations, it is difficult to harness the power of such communities due to the 'openness' of such conversations.

iReach Market Research has built a new research platform to create and maintain research conversations with brand advocates, internal team members, stakeholders as well as target buyers in a secure, personalised and engaging way.

Blending a mix of research tools, panel management and social media techniques, iReach Conversations is a unique solution to talk to your customers and prospects about key topics impacting on your brand, products and marketing activities.

In partnership with brand owners, iReach build a Custom Panel (or many Panels) of your targeted participants, from internal team groups to external groups of consumers. This creates the foundation for research studies by allowing you to select or segment targeted groups, and have research based conversations with participants at a point in time, at regular intervals or over the course of a period of time.

The Strategic Benefits Of iReach Conversations

A wide variety of research and marketing objectives can be met through the development of a proprietary Branded Panel, from short-term needs through long-term strategic planning.

Benefits:

- Research conversations are built using Quantitative, Qualitative or a blend of both methods, which we call QualiQuant. Using rich media we create engaging studies with interactive tools to obtain feedback from participants for each research conversation. Panellists can be offered points as rewards for participation in conversations and more formal research studies and well as points for contributions and voting on others' ideas.
- iReach Market Research recruit and build the Branded Research panel for our clients using the most cost effective ways to maximise value from iReach Conversations as well as ensuring active participation that will deliver robust research results.
- iReach can also provide resources and analyst expertise to support the research process and provide the required skills in questionnaire design, survey execution and research reporting as well as analyst support for more general queries.
- Costs are tailored to meet the unique requirements of each client and aligned on usage levels ensuring value for money.
- iReach Conversations is web based and can be branded to the unique templates or requirements of each client.
- Full support for rich media including Video, TV, Radio and numerous graphics formats including 'high res' images..



Market Research has never been so easy

Research will remain dependent on the participation of consumers in your chosen market. iReach Market Research provides the tools and technologies to capture feedback at a time, a place and in a way that best suits the consumer using a blend of social media and research techniques.

iReach Market Research can now provide you with a branded and fully customisable research platform built to your unique requirements to create secure and safe conversations with your panel members about key subjects and topics around your brand, products and campaigns.

iReach Conversations is a unique solution and in partnership with our clients, we build custom research panels for ongoing research projects.

Conversations can be open to all panel members or private with select groups invited to participate based on their panel profile, demographics or individual preferences.

iReach Conversations can also be integrated with iReach Video based and Mobile/SMS research solutions.

 Monthly Omnibus  Online & CATI  Focus Groups & IDIs



For more details:

Please call Sean Cullivan or Oisin Byrne
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oisin.byrne@ireach.ie to arrange a
demonstration of iReach Conversations.

iReach Market Research is a full Agency in
Ireland covering all research methods. See
more at www.ireachinsights.com