Recruit from the right sources to get the strongest insights

For New Communities
- Identify potential community recruitment sources and internal stakeholders
- Design and prioritize your recruitment test program
- Analyze the join rates, participation, and tenure of new community members

After Your First Year
- Assess current recruitment sequence against modern consent best practice
- Recommend modifications to improve recruitment success and balance
- Remove lapsed members

Source Identification
- Internal and cross-departmental source identification
- Customer and non-customer contact collection and touch points
- Social media account analysis

Recruitment Planning
- Prioritization and testing schedule for internal and third-party recruitment sources
- Invitation messaging and A/B testing
- Best practices and source type norms

Source Analysis & Evaluation
- Join rates
- Participation rates
- Member longevity
- Ongoing recruitment recommendations

Recruitment & Consent Best Practices Update
- Review of existing recruitment sequence and performance
- Recommendations on modern best practices for consent data
- Lapsed and no-longer-relevant member purge

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Already a customer? Contact Professional Services at projects@visioncritical.com