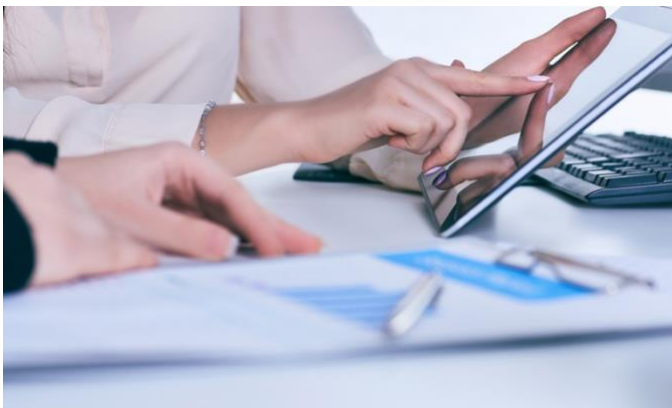


# SPARQ

## Recruitment Source Analysis and Best Practice

VISIONCRITICAL®

Vision Critical's Technical Professional Services team can work with you to identify and analyze potential community recruitment sources, design an overall recruitment strategy and cadence, and evaluate the performance of sources in field. Over the life of the community, we can also bring your recruitment and consent data practices up to the most modern recommendations.



### 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

Already a customer? Contact Professional Services at [projects@visioncritical.com](mailto:projects@visioncritical.com)

Want to learn more about Sparq? Request a live demo at [visioncritical.com](http://visioncritical.com)