

Focus Groups are the preferred research methodology for many purposes, including creating positioning statements, developing and testing advertising creative and collateral, and gauging product awareness, and testing marketing approaches. **Community Marketing's** perspective is unique in the world. We conduct approximately 100 focus groups every year. No one has more experience in the gay market.

Developing a Focus Groups Project

The goals for focus groups are very specific and customized to each client's situation.

CMI has a tremendous resource from its online research panel with over 40,000 LGBT consumers who regularly participate in our online research studies. This list has been carefully developed with over a decade of client services. Because of regular professional contact with our survey pool, these panelists trust that their personal information is confidential and that their participation in our focus groups and surveys will lead to better products and services for gays and lesbians.

We pre-qualify each candidate for suitability in a particular focus group using our survey software and telephone interviews. The interviews are conducted by CMI's own trained group facilitators to select the best candidates for the clients needs.

Groups are conducted in professional focus group facilities in selected cities with eight to twelve panelists. Clients are welcome to observe behind the mirrored glass, and the sessions are audio taped. Video taping is optional, at nominal cost. Every focus group project is unique, but we generally recommend a minimum of four groups to find consistency.

Finally, Community Marketing delivers a written report to the client with findings and recommendations from the groups, along with the video and audio recordings of the groups. Our recommendations are based on more than twelve years experience interpreting results and developing concrete suggestions that can be implemented by the client.

Price Structures

Your investment in four groups (two groups in two cities, the suggested minimum) is packaged at just \$14,000. This includes pre-qualifying and recruitment of participants, facilitating four sessions, and final report. Any travel expenses, stipends for participants, and focus group facility fees will be passed along to the client at cost. Note: Some price breaks can be obtained by scheduling focus groups in San Francisco or other West Coast cities, or by holding groups in hotel boardrooms. Inquire for more information.

"Community Think Tank" Advisory Boards - Another Focus Group Option

Community Marketing can further identify/refine your LGBT market strengths, weaknesses, opportunities and threats by gathering local business and community leaders, as well as well-traveled locals, and facilitating "Community Think Tank" advisory board sessions. Participants contribute their perspectives on your products and services. Our clients have found CMI's facilitation of this additional "locals" perspective to be invaluable.

Need More Information?

Please contact David Paisley at 415/437-3800 or email David@CommunityMarketingInc.com.

On-Line Surveys

For information about Community Marketing's custom online survey research options, please contact Tom Roth at Tom@CommunityMarketingInc.com.