HOW TO FOOL-PROOF YOUR ONLINE FOCUS GROUPS

Tips for ensuring your online groups go off without a hitch.

Handling all the technical requirements to ensure your online focus groups run securely and smoothly is no simple endeavor. It requires not only the right tech but the right expertise and processes.

Here are some TOP TIPS to help you head off potential trouble that could derail your groups and your research goals.

Want more? **Check out our on-demand demo on how we run our online focus groups.**

3 PICK THE RIGHT PLATFORM

All online meeting platforms are not created equal. Take the time to build out your requirements and priorities, and do the due diligence to ensure the platform you choose is the right fit. It's worth it!

4 DON'T SLIP ON SECURITY

Don't make security an afterthought because your clients likely won't. They'll want assurances that (like Vegas) what happens in your focus group, stays in your focus group. So, be sure you can meet your clients security needs.

5 SET YOURSELF UP TO WIN

Don't underestimate the expertise and resources required to manage all the technical requirements of your online groups. If you're not fully confident in the resources you have in-house, find the right partner who can take it on for you so you can stay focused on the research side.

2 LOCK DOWN YOUR TECH CHECKS

Your online focus groups will only be successful if your respondents can be seen and heard without issue. This requires a lot of prep work (and hand-holding) upstream so that when it's time to run your live group, all potential tech issues have been ironed out.

1 DON'T TAKE YOUR TECH LIGHTLY

Online focus groups can be done effectively. But, if you don't have a solid tech plan in place, you're asking for trouble. Success requires a high level of technical expertise and investment. So, do your homework to find the right partners and services to meet your needs.

WHO ARE WE?

We're a passionate team of market research technology experts focused on delivering wins for you and your clients.

HOW DO WE DO IT?

Through our dial testing and qualitative research tools and services, we enable richer, more meaningful research groups and events.

Contact us at: **hi@dialsmith.com**

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