






# Update Your Research Game: Goodbye Panels, Hello MROCs

Market Research Online Communities (MROCs) are the game-changer you can't afford to ignore. Unlike traditional panels, MROCs provide a dynamic platform for real-time, in-depth market research, putting your brand in the driver's seat of customer engagement. If you're not leveraging MROCs, you're missing out on the future of consumer insights and falling behind the competition.

## How Do MROCs Benefit You?

-  **Cost-effectiveness**  
Save on costs associated with traditional market research and research vendors, particularly when using panel sample.
-  **Faster insights**  
Get real-time data and feedback that you can immediately act on with opted-in champions of your brand.
-  **Rich data:**
  - Run surveys and quick polls to get key quantitative data to power your decisions.
  - Collect in-depth, qualitative information through methods like live chats, diary studies, video focus groups and in-depth interviews.
-  **Continuous engagement**  
Foster a sense of community among your participants.
-  **Enhanced verification**  
Belonging to an MROC means an ongoing feedback loop, requiring further verification of members that many panels cannot provide.

## How Can You Use MROCs?

### Market Intelligence

Understand market trends, competitor strategies, and customer preferences. Stay ahead of your competitors in a rapidly changing business environment.

### Product Intelligence

Collect feedback on existing products and identify areas for improvement. Innovate and develop products that align with customer needs and preferences.

### Brand Intelligence

Get insights into how your brand and products are perceived in the market. Identify opportunities to enhance your brand image and increase customer loyalty.





## How MROCs Work:

-  **Recruitment**  
Select and verify participants who match your target audience.
-  **Fielding**  
Deliver your activities direct to community members that match your needs.
-  **Data Collection**  
Use tools like surveys, discussion forums, and interviews.
-  **Analysis**  
Analyze participant responses for actionable insights.

## Best Practices:

- 1 Have a compelling value proposition**  
Clearly communicate the benefits of joining the community, such as access to exclusive insights, networking opportunities, and the chance to shape industry trends.
- 2 Create a welcoming onboarding process**  
Ensure that the onboarding process is user-friendly and welcoming. Provide new members with an introduction to the community, guidelines for participation, and a warm reception from existing members.
- 3 Encourage engagement from the start**  
Design engaging activities and discussions to encourage new members to participate early on. Actively respond to their contributions to foster a sense of belonging and value. Consider incorporating fun activities that build connections and increase participation, especially during slow research weeks.
- 4 Incentives and rewards**  
Consider offering incentives or rewards for active participation, such as access to premium content, discounts, or recognition within the community.

## Why MROCs Matter:

-  **Improve customer understanding**  
You'll be able to tailor your products and services to better meet customer needs.
-  **Shape marketing strategies based on real customer feedback**  
Ensures effective and targeted outreach.
-  **Drive innovation & product development**  
This is essential for staying competitive in a rapidly evolving market.
-  **Empower confident decision making**  
Make informed choices that benefit your bottom line.

**MROCs are a game-changer for market research and business strategy.** Contact us to explore more about how MROCs can benefit your business.