REPORT: Getting Consumer Feedback – Challenges Facing Consumer Product Marketers

Qualitative insights from a diverse group of marketing professionals in all realms of consumer products.

Forward:

A group of brand managers (etc.) were brought into a community to determine their key pain points. The goal: To determine if Digsite Sprints could help them overcome their pain points, and how to effectively highlight the key areas that will help them solve their problems.

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48

Community Participants

All Genders

Marketing Professionals

Works in CPG Industry

Focus Brand/Product Managers

Participants were brought into an online Digsite community to discuss their challenges regarding getting consumer feedback.

5

The community ran for 5 days, during which time participants completed a total of 8 activities.

Digsite moderated the community. Additionally, Digsite designed the discussion guide and created the community.

Activity types included surveys, whiteboard exercises and community discussion. A high level of participation enabled a slight change in the final activity to address a more beneficial route of questioning – providing feedback on a potential solution for challenges presented (see activity 4).
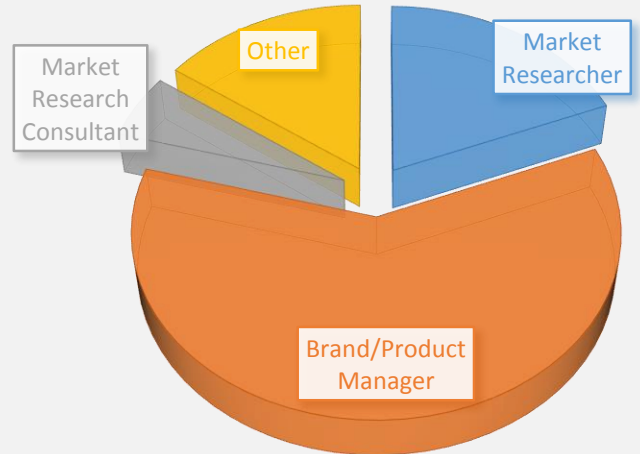
Approximate completion time for each activity was an estimated 4 minutes, for a total estimated community participation time of approximately 32 minutes.

Introducing the Participants

Digsite

PARTICIPANT JOB ROLE

- Other
- Market Research Consultant
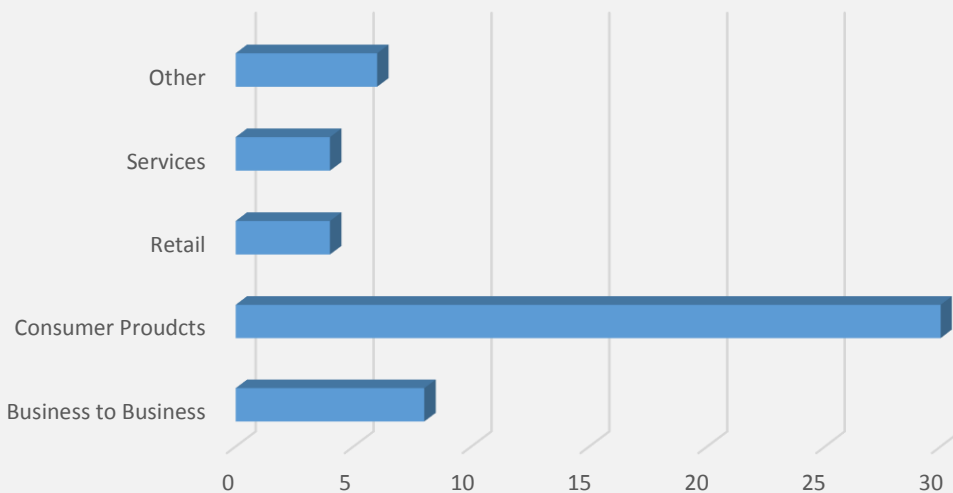- Market Researcher
- Brand/Product Manager

✔ Participants were recruited via Social Media outlets using Digsite's own SocialFind™.

✔ Participants ranged from a variety of marketing/market research backgrounds with a majority of brand/product managers.

PARTICIPANT INDUSTRIES

Industry	Value
Other	~6
Services	~4
Retail	~4
Consumer Proudcts	~30
Business to Business	~8

(0, 5, 10, 15, 20, 25, 30)

✔ Recruiting emphasis was placed on finding participants in Consumer Products Industry with the title of "Brand/Product Manager."

Sample Participant Profiles

David
Marketing Manager
Consumer Products - Food

Sonja
Consumer Insights
Consumer Products - Food

Kyle
Sr. Marketing Manager
Consumer Products - Food

Elena
Brand Manager
Consumer Products - Retail

Katie
Consumer Insights
Consumer Products - Retail

Jeff
Assoc. Brand Manager
Consumer Products - Food

Exercise 1: Consumer Feedback

THE OBJECTIVE

Uncover common themes and challenges expressed by marketing professionals in collecting and using consumer feedback.

METHODOLOGY

Participants completed a survey in the online community. Survey questions were primarily open-ended responses. After completing the survey, participants were asked to continue the discussion by posting comments to the discussion board.

Key Findings

Prioritization is a Key Challenge
Marketers are continually faced with questions on how to invest their time, money and resources. They need to constantly evaluate projects to determine which will produce the highest ROI.

Marketers Value Qualitative Feedback
While the number 1 identified current method was "Digital Quantitative," through discussion it was made clear that marketers prefer to interview or otherwise interact directly with their consumers to receive feedback.

Big Dollar Decisions Drive Demand for Feedback
New product/feature launch, promotional/advertising campaigns and innovation efforts all indicated a high need for consumer feedback. Marketers indicated that, though they receive frequent batches of consumer feedback, given a cheaper, faster option they would seek more.

What are the most important decisions you face every day?

Bar chart showing responses:
- Prioritization: 8
- Budget: 3
- Marketing Strategy: 10
- Business Management: 5
- Consumer Insights: 5
- New Product Development: 4

"Resource investment, how to spend my time, projects to prioritize, degree of depth of work to get to "good enough."

Carrie
Brand/Product Manager

"Advising the marketing team on strategy for their brands."

David
Marketing Manager

"How are we optimizing our digital media campaigns? How are we driving traffic to our respective e-commerce retailers?"

Kyle
Sr. Marketing Manager

"Where to have my team spend their time and spend our budget to drive maximum profits."

Peter
Brand/Product Manager

"Business strategy, competitive strategy, how might we drive incrementally to the category, budgeting, learning plan development, positioning direction, new product idea generation"
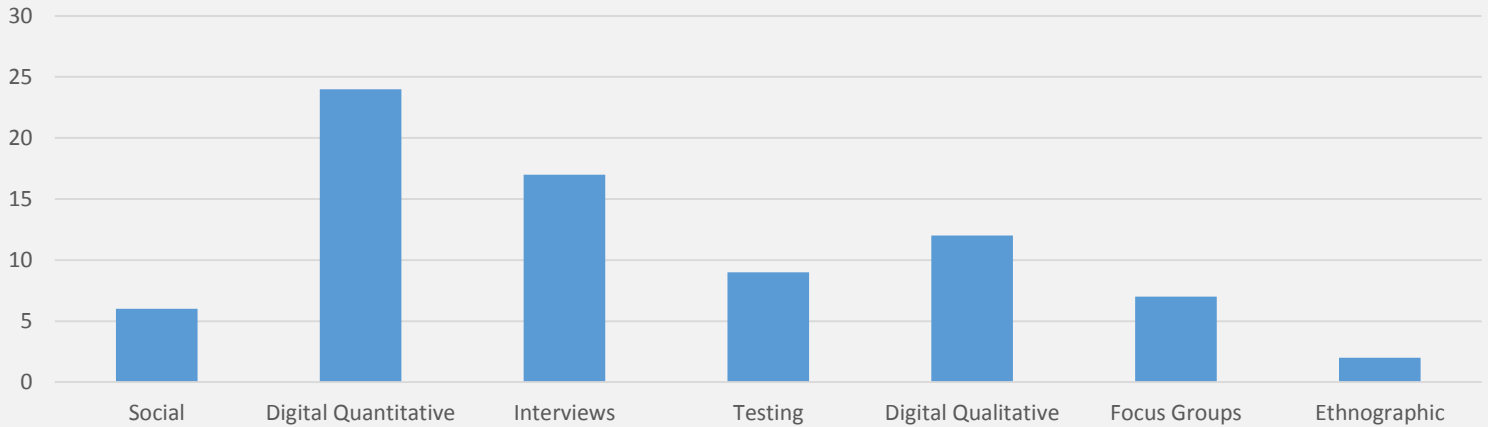
David
Brand/Product Manager

"Innovation opportunities, purchase drivers, competitive impacts"

Sean
Brand/Product Manager

What approaches do you use to get consumer feedback for key ideas/decisions (e.g. new products, promotions, services, ads, etc.)

Chart data (approximate values):
- Social: 6
- Digital Quantitative: 24
- Interviews: 17
- Testing: 9
- Digital Qualitative: 12
- Focus Groups: 7
- Ethnographic: 2

Y-axis scale: 0, 5, 10, 15, 20, 25, 30

"Surveys, Open ended questions, encourage open communication, web chats, picture uploads."

John
Research Consultant

"Focus groups, ethnos, online qual boards, quant surveys, qual and quant product testing"

Michelle
Market Researcher

"Ethnographic, survey tools, social media digs, focus groups or one on one customer journey analyses, in restaurant product testing, CLTs, sensory, etc."
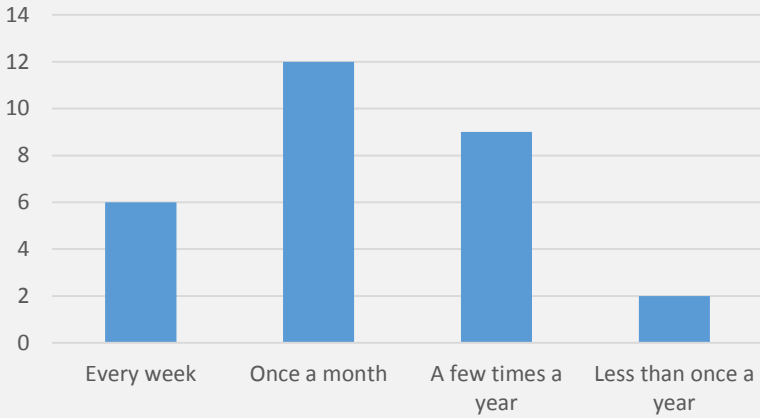
Linda
Other

"Combination of qual and quant research. We typically start with qual, refine and then head to quant testing."

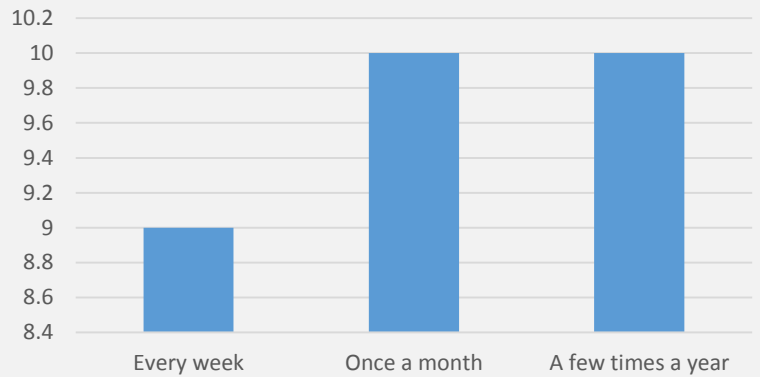**David**
Marketing Manager

Digsite®
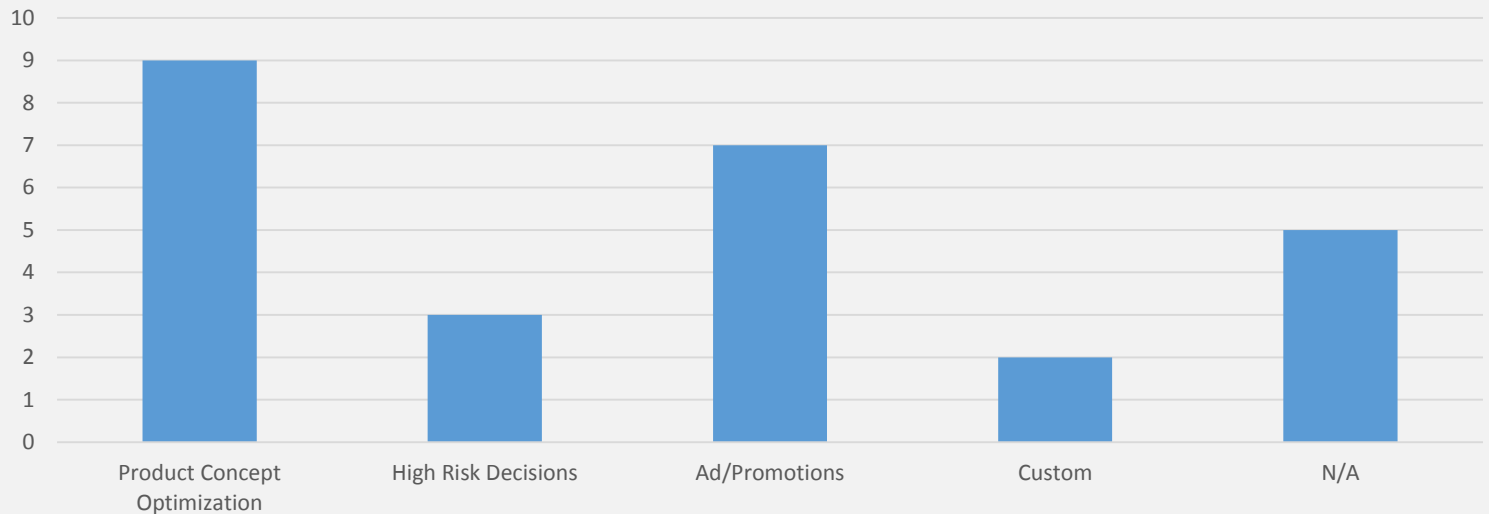
Regarding Frequency and Availability of Consumer Feedback...

How often do you get in-depth consumer feedback?

How often do you need in-depth consumer feedback, but don't have the time or resources?

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What types of decisions would you be willing to budget consumer insights for, if there was something fast and cheap enough?

"Anything requiring major investment -- product feature sets or design outlook; interest in various digital platforms for sponsorship, etc."

Patty
Brand/Product Manager

"Fast and cheap are definitely concerns but accurate and on target are key buying factors. Often, its not a budget problem but a reach problem. "

Zach
Brand/Product Manager

"I tend to look at decisions by risk levels. Anything that's high risk, we're going to take the time and get the resources needed to answer. Anything low risk, we'll just go with what we think is best. The mid-risk is where we can run into issues. Too much to risk to do nothing, but not risky enough to take a step back and invest in research. Examples:-Product/package change to lower volume item-New variety launch in a higher volume line-Close in innovation-Digital ad campaign "

David
Brand/Product Manager

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Exercise 2: Information Gathering

THE OBJECTIVE

To identify the main sources of information and methods of communication used by CPG marketers to learn/discuss industry related news.

METHODOLOGY

Participants completed a survey in the online community. Survey questions were primarily open-ended responses. After completing the survey, participants were asked to continue the discussion by posting comments to the discussion board.

Key Findings

Primary Source of Information – Internet
Websites in particular that were highlighted included:
- Market Research Association Website (marketingresearch.org)
- Quirk's Website (quirks.com)
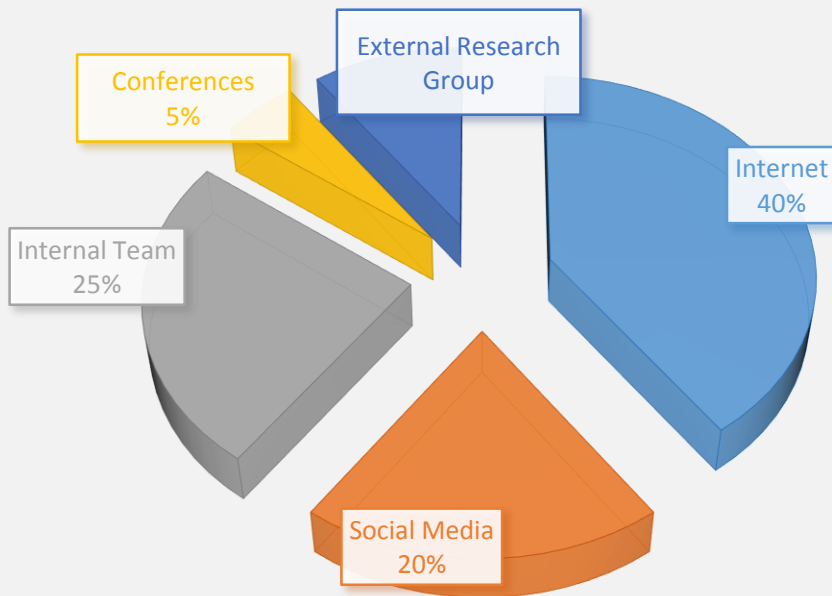- Usertesting.com
- Usabilityhub.com

Keeping Information In-House
A substantial amount of responses indicated that information was gleaned from internal teams. Internal teams were a mixture of contracted agencies to full-time in house researchers.

Don't Forget About Social!
Identified as another main source of information/communication. LinkedIn was the primary source indicated.

Sample Survey Question

External Research Group

Conferences 5%

Internet 40%

Internal Team 25%

Social Media 20%

Where would you go for information if you were looking for in-depth consumer feedback?

"…to find new methodologies, I rely on new vendors presentations and conferences."

David
Brand/Product Manager

"Usertesting.com, UsabilityHub.com, Qualitative research through Lieberman. Product concept testing uses Nielsen BASES study."

Michael
Other

"Research groups that could help develop detailed learning plans coupling quant/qual as needed."

Katie
Brand/Product Manager

"Probably look in Quirks or go to the Market Research Association website."

John
Research Consultant

Exercise 3: Concept Feedback

THE OBJECTIVE

Given the response of the previous two exercises, moderators decided concept test a potential solution. The objective for this exercise was two-fold:

1. Further validate common pain points for collecting consumer feedback.
2. Concept test a potential solution for Marketers collecting consumer feedback.

METHODOLOGY

Three Activities were used:

Activity 1: Product Concept Feedback
Introduce the concept of Digsite Sprints – the potential solution for fast consumer feedback. The Whiteboard tool was used to be present a visual concept and receive specific sentiment feedback.

Activity 2: Validate Product Concept Feedback
Having introduced the concept, three potential solutions were provided for feedback using the Whiteboard tool. Again, participants provided specific sentiment feedback to the concepts.

Activity 3: Identify Barriers/Validate Pain Points
The final activity employed a survey to determine the main barriers for Marketers collecting consumer feedback in general as well as to using this solution.

Key Findings

Fast, Accurate, Affordable Solution Sought
Words that resonated strongly with participants were "Quick," "Targeted," and "Cost-effective." Concerns were expressed in getting feedback from the "Right people."

Main Barrier to Collecting Consumer Feedback – BUDGET
Receiving approval to spend money/resources on collecting consumer feedback was the top barrier. This reinforced the desire for a fast, accurate and affordable solution.
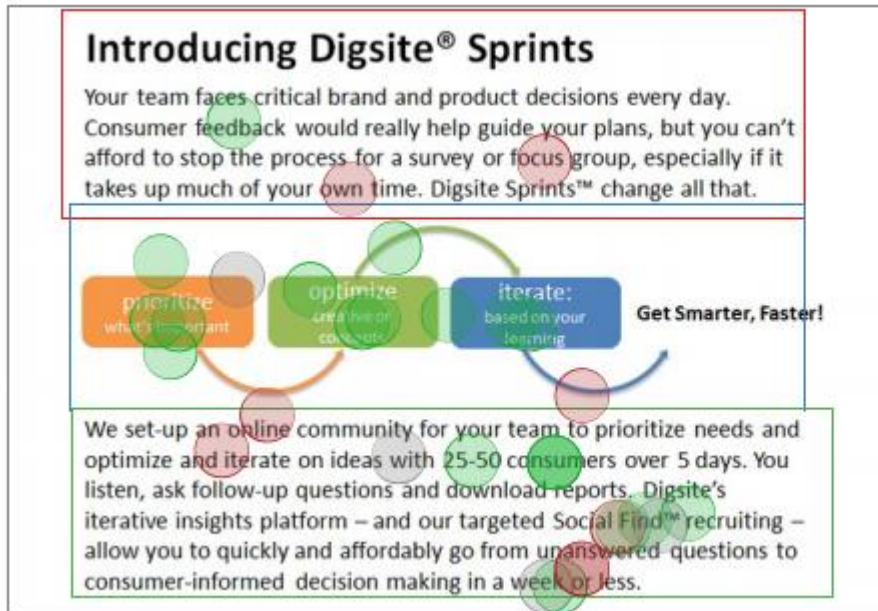
Digsite Sprint Concept: Whiteboard Mock-Up

Introducing Digsite® Sprints

Your team faces critical brand and product decisions every day. Consumer feedback would really help guide your plans, but you can't afford to stop the process for a survey or focus group, especially if it takes up much of your own time. Digsite Sprints™ change all that.

prioritize
what's important

optimize
creative or
concepts

iterate:
based on your
learning

Get Smarter, Faster!

We set-up an online community for your team to prioritize needs and optimize and iterate on ideas with 25-50 consumers over 5 days. You listen, ask follow-up questions and download reports. Digsite's iterative insights platform – and our targeted Social Find™ recruiting – allow you to quickly and affordably go from unanswered questions to consumer-informed decision making in a week or less.

Sentiment by Section

- problem ●1 ●2 ●0
- graphic ●11 ●1 ●1
- solution ●8 ●5 ●3

● problem
● 1   ● 2   ● 0

● Identifies the issue and frames key barrier.

● never much one for focus groups
● We're not good at giving up control, both from the CI and marketing perspective.

● graphic
● 11   ● 1   ● 1

● Good to know what is important
● I really like this idea of being able to work along w/the consumer. My only concern would be is that some ideas/concepts may need more time than 5 days to optimize. (ie. If a R&D team requires additional time to see if the optimization could even work).
● I like the option to get quick feedback from a small group of consumers but would likely use this as an indicator and would want to reach out to a larger N for more validation
● Feel like this should roll back into optimize based on the feedback received

● solution
● 8   ● 5   ● 3

● Like the idea of a quick and accurate recruiting method.
● sounds reasonable
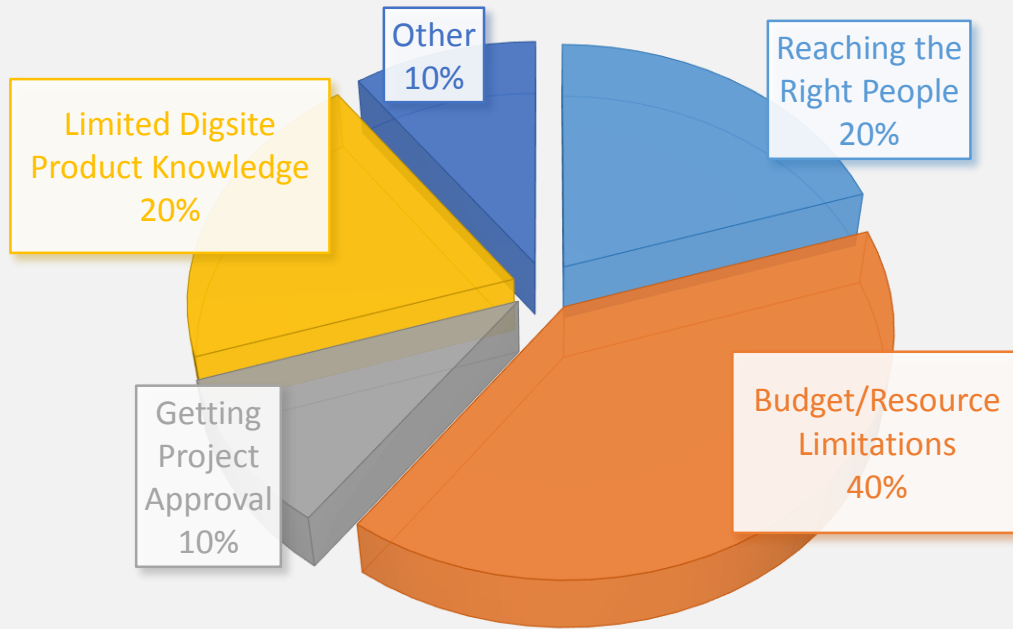● like the quick turn around
● If your segmentation can identify our core consumers, I would like the opportunity to bounce ideas of a group of consumers.
● work with consumer segmentation-- wonder if will be able to recruit low incidence
● Buries the solution and key benefit

Sample Iteration Question

What would be the biggest obstacles for you moving forward with a Digsite sprint?

Other
10%

Limited Digsite Product Knowledge
20%

Reaching the Right People
20%

Getting Project Approval
10%

Budget/Resource Limitations
40%

"…to find new methodologies, I rely on new vendors presentations and conferences."

David
Brand/Product Manager

"Usertesting.com, UsabilityHub.com, Qualitative research through Lieberman. Product concept testing uses Nielsen BASES study."

Michael
Other

"Research groups that could help develop detailed learning plans coupling quant/qual as needed."

Katie
Brand/Product Manager

"Probably look in Quirks or go to the Market Research Association website."

John
Research Consultant

Exercise 4: Iteration and Recap

THE OBJECTIVE
Gaining a further understanding of what types of marketing material served as a solution to participants' challenges in collecting consumer feedback.

METHODOLOGY
Insights were sought on two different mediums:

Activity 1: Downloadable Content
Introduce material that may be downloaded and used as a continual reference. The Whiteboard tool was used to present 9 different marketing concepts and to gauge sentiment on each.

Activity 2: Web Content
Introduce material that may be presented on a website as a headline/body content that would draw their attention towards a potential solution. The Whiteboard tool was used to present 4 different marketing concepts and to gauge sentiment on each.

Key Findings

Speed and Ease are Key
Terms that generally provided a positive response were related to speed and ease of use, reinforcing these same topics as some of the top pain-points.

Time Constraints for Collecting Consumer Feedback
Using the positive reactions to speed and ease of use as a starting point, Triangulation methods identified another challenge – lack of time. The proper collection of consumer insights requires time. Results indicate that marketers have limited of both.

Beware of "gimmicky" Headlines
The group was particularly sensitive to headlines that seemed "too good to be true," or "gimmicky." Focus instead was placed on concise communications with clear benefits highlighted.
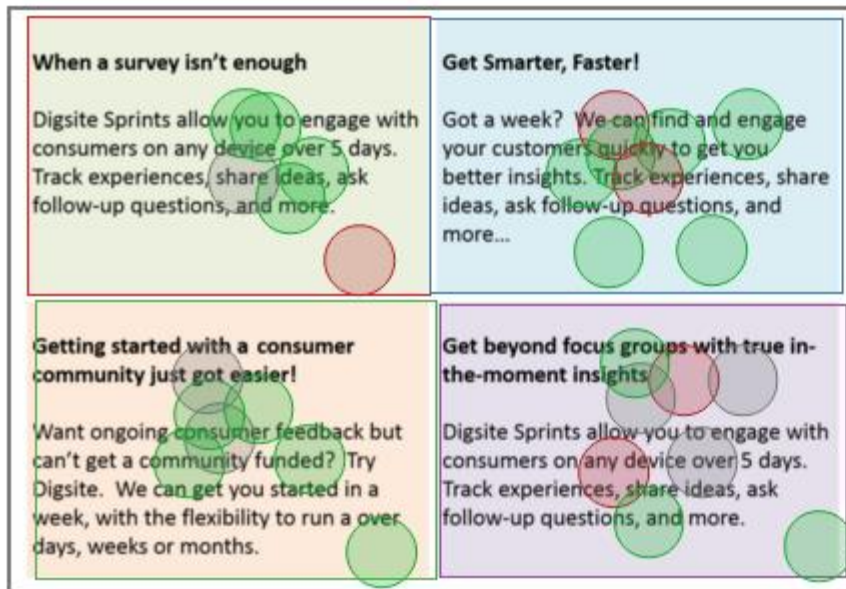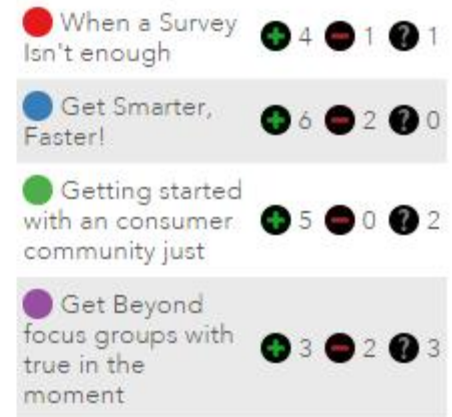
Web Concept Feedback: Whiteboard Mock-Up

When a survey isn't enough

Digsite Sprints allow you to engage with consumers on any device over 5 days. Track experiences, share ideas, ask follow-up questions, and more.

Get Smarter, Faster!

Got a week? We can find and engage your customers quickly to get you better insights. Track experiences, share ideas, ask follow-up questions, and more...

Getting started with a consumer community just got easier!

Want ongoing consumer feedback but can't get a community funded? Try Digsite. We can get you started in a week, with the flexibility to run a over days, weeks or months.

Get beyond focus groups with true in-the-moment insights

Digsite Sprints allow you to engage with consumers on any device over 5 days. Track experiences, share ideas, ask follow-up questions, and more.

Sentiment by Section

- 🔴 When a Survey Isn't enough   ➕ 4 ➖ 1 ❓ 1
- 🔵 Get Smarter, Faster!   ➕ 6 ➖ 2 ❓ 0
- 🟢 Getting started with an consumer community just   ➕ 5 ➖ 0 ❓ 2
- 🟣 Get Beyond focus groups with true in the moment   ➕ 3 ➖ 2 ❓ 3

🔴 **When a Survey Isn't enough**   ➕ 4   ➖ 1   ❓ 1

➕ You got me at the 5 day approach. I think that sounds great.

➖ I'm not sure why "on any device" is so important - seems like a feature more than a benefit.

❓ i like the copy the title could be harder hitting

🔵 **Get Smarter, Faster!**   ➕ 6   ➖ 2   ❓ 0

➕ Best body copy. I don't think you need to mention "any device"

➕ best line it focuses on speed the key benefit add ...make better decisions fast

➖ Generic headline

🟢 **Getting started with an consumer community just**   ➕ 5   ➖ 0   ❓ 2

➕ Boarders on gimmicky again, but I like the detail and it sets up the problem/solution nicely in the description.

➕ I like the part that recognizes the reader's interest in a consumer community but hasn't had the resources to make it happen. The headline can be strengthened. Maybe "Building a consumer community just got easier"

🟣 **Get Beyond focus groups with true in the moment**   ➕ 3   ➖ 2   ❓ 3

➕ I don't like the headline but I like the body text. Tells me how long it can run and what some benefits are

➖ never use focus groups - old school

❓ this seems to be closest to the idea IMO.

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48
Community Participants

All Genders

Marketing Professionals

Works in CPG Industry

Focus Brand/Product Managers

Prioritization, Budget, Time: Main Challenges to Collecting Consumer Feedback

Evidence showed that these were the primary barriers of participants to collecting extensive consumer feedback.

Big Dollar Decisions Drive Demand for Collecting Consumer Feedback

Participants indicated a greater need to validate concepts that were tied to large-budget projects, thus driving the demand for fast consumer insights.

Marketers Value Qualitative Research

In a world moving towards Big Data, marketers still value the face-to-face style interaction with consumers. Interviews, phone calls, in-person observations, etc.

Internet and Social Media Outlets are the Primary Source of Information

Sites such as Quirks.com and Marketingresearch.com, amongst others, were indicated as top forms of information collection.

Schedule a Digsite Demo

We offer Digsite demos throughout the week at a time that's convenient for you. Join us to get a quick overview of Digsite and discuss how it can help you get closer to your customers. You'll be able to ask questions and dig as deep as you'd like to find out if Digsite is right for your needs.

Schedule a Digsite Demo »