
Recruiting Hard-to-Find Respondents

WITH TARGETED, DIGITAL, PAID ADS



Strategic
Creative &
MARKETING

A NEW WAY TO RECRUIT!

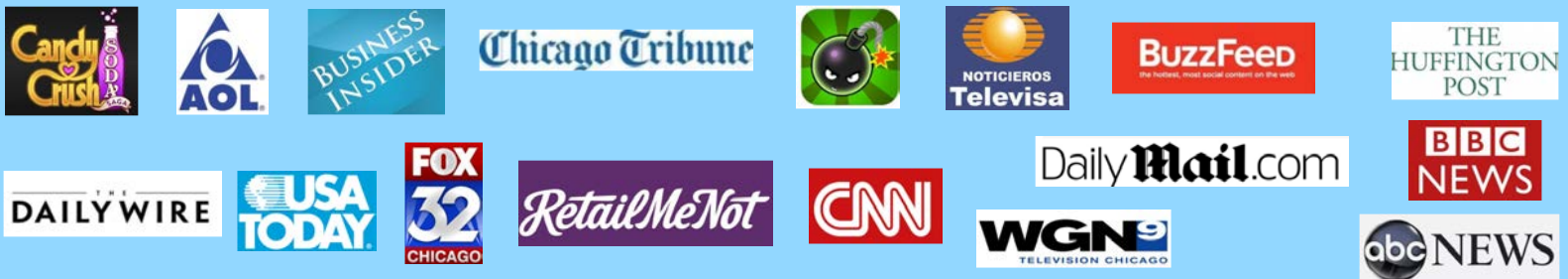
Replace “stale” panel participants with fresh, new respondents!

How Do We Recruit?

- Our digital experts develop targeted, creative, digital ads to reach your target market **WHENEVER** and **WHEREVER** they are online,
- Every research project has a new, customized recruiting campaign!

Reaching Your Targets On:

Facebook, Instagram, Messenger, Oculus, Twitter, LinkedIn, Snapchat, TikTok and 47,000 Digital Sites Via the Audience Network Such as:



EXPERTISE THAT DRIVES RESULTS!

We are experts in Research Ads

- We are a LEADING DIGITAL AGENCY invited by LinkedIn and Facebook Corporate to serve on their National Advisory Panels.
 - We beta test their new services, and they provide our firm with an expert to review our campaigns and provide insider tips for the best results



- 3,000,000 people have viewed our digital ads over the past year and 225,000 have watched our videos on social and digital platforms
- Our Average "Engagement Rate" is 9.3%
 - The Average on digital is .05%;

9.6 MILLION POST VIEWS **SC Clients' Post Views In The Last 12 months**

2.5% ENGAGEMENT **SC Clients' Avg. Social Engagement Rates**

*NOTE - AVERAGE SOCIAL ENGAGEMENT = .05%

1.7 MILLION VIDEO VIEWS **SC Clients' Video Views In The Last 12 months**

HOW WE COLLECT RESPONDENT INFORMATION

Our Digital Ads Can Drive Respondents To A Designated Landing Page



What Do You Think of
Healthcare Services
In Your Area?



Get Paid for Your Opinion!

OR

We Can Use Lead Generation Pop-Up Boxes On the Viewer's Screen to Keep Them On that Same Screen

HOW DO LEAD GENERATION POP-UP BOXES WORK?

Respondent clicks here
to learn more



Strategic & Creative Marketing, Inc.
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Attention Moms – Is your child newborn to 2 yrs old? Earn a Quick \$75!

...See More

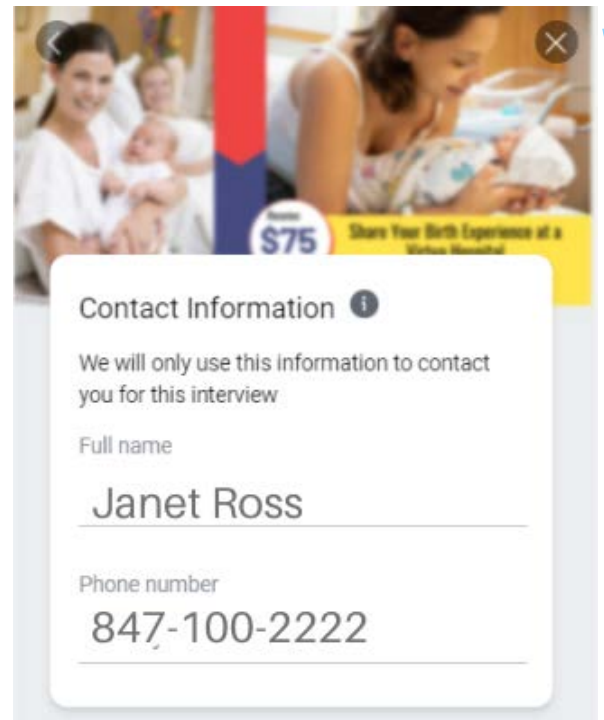
FORM ON FACEBOOK
Share your Experience with Virtua and Receive \$75

GET OFFER



1

Pop up box opens with
information pre-populated, and
respondent opts-in



Contact Information ⓘ

We will only use this information to contact you for this interview

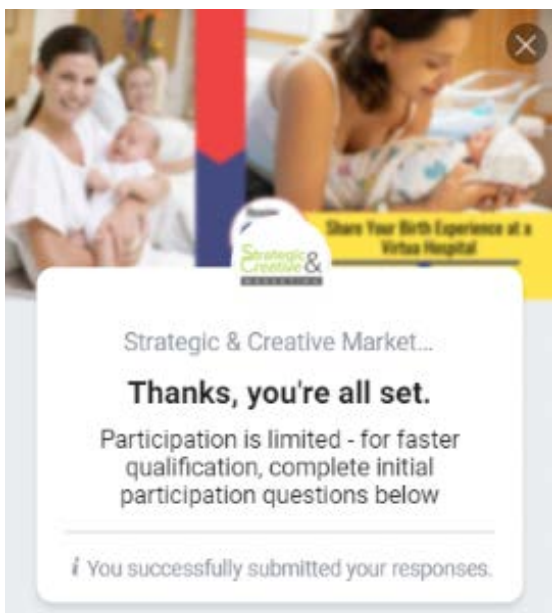
Full name
Janet Ross

Phone number
847-100-2222



2

Box closes and respondent
continues viewing the site



Strategic & Creative Market...

Thanks, you're all set.

Participation is limited - for faster qualification, complete initial participation questions below

👍 You successfully submitted your responses.



3

No need to click to a
landing page, so we recruit
more respondents!

CASE STUDY 1

CLIENT - A company looking to produce a new high-end tequila

This campaign was hyper-targeted to **women & men, in the US, in the top 10% of income earners, who drink expensive tequila.** A custom link was added to prequalify the candidate

GOAL = To recruit 12 participants

- 2 Weeks to Recruit
- Online Interview
- \$75 Gift Card Incentive

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Tequila connoisseurs – this one’s for you!

If you could craft the PERFECT ...See More

\$75
Paid Interview for
Tequila Drinkers

FORM ON FACEBOOK
Get Paid to Share your Tequila Expertise. Start Here! [GET OFFER](#)

RESULTS IN ONE WEEK

IN JUST 6 HOURS, 12 PARTICIPANTS WERE RECRUITED!

IMPRESSIONS - Over **11,000 views**

LEADS GENERATED = **229/WEEK**

CASE STUDY 2

CLIENT - A hospital group on the east coast

This campaign was hyper-targeted to **moms in specific zip codes who had given birth in the last 2 years** at a specific local hospital.

GOAL = 10 qualified participants

- 2 Weeks to Recruit
- Virtual Interview
- \$75 Gift Card Incentive



The image shows a Facebook advertisement. At the top, it says "Strategic & Creative Marketing, Inc." with a "Sponsored" tag. The main text reads: "Attention Moms – Is your child newborn to 2 yrs old? Earn a Quick \$75!". Below this is a "See More" link. The central image features two women with newborns in a hospital setting. A yellow banner at the bottom of the image says "Receive \$75 Gift Card" and "Share Your Birth Experience at a Virtua Hospital in a Simple Virtual Call". Below the image, the text says "FORM ON FACEBOOK" and "Share your Experience with Virtua and Receive \$75". A "GET OFFER" button is located in the bottom right corner.

RESULTS IN TWO WEEKS

IN JUST 3 DAYS, OVER 31 PARTICIPANTS WERE RECRUITED!

IMPRESSIONS - Over **22,600 views**

LEADS GENERATED = **77**

CASE STUDY 3

CLIENT - State Government

This campaign was in search of **Former or Current Smokers, in Oregon, who are Native American, African American or Hispanic.**

- 4 Weeks to Recruit
- Online Survey
- \$25 Gift Card Incentive

The image shows a Facebook advertisement from Strategic & Creative Marketing, Inc. The ad features a background image of a person's hands holding a lit cigarette and a broken cigarette. The text on the ad includes: "Thinking of QUITTING? OR... Already Successfully QUIT?", a navigation bar with categories: "Cigarettes", "Cigars", "e-Cigarettes", "Smokeless Tobacco", "Pipe", and "Hookah", and a call to action: "GET \$25 FOR A SHORT SURVEY!". Below the image, it says "FORM ON FACEBOOK" and "\$25 Survey Opportunity for Current and Ex Tobacco Users" with a "Get offer" button.

RESULTS IN JUST FOUR WEEKS

VIEWS - **18,000 views**

LEADS GENERATED = **12 Respondents in first three days; 212 in four weeks**

CASE STUDY 4

CLIENT - Manufacturer of high-end bakeware

This campaign was in search of **Consumers who enjoy cooking, baking, grilling.**

- 3 Weeks to Recruit
- 90-minute Zoom group
- \$125 Gift Card Incentive

Home cooks, bakers and grill masters -

Take some time away from the kitchen to take part in this fun paid research opportunity!

If you know your way around a kitchen or outdoor grilling area, and have opinions that you'd like to share, we want to talk to you.

Qualifying participants will receive \$125 for sharing their opinions in a remote 90-minute discussion via Zoom. Participation is limited and spots will fill quickly. Get started below on the prequalifying questions.

PAID RESEARCH OPPORTUNITY

\$125

Cookers
Bakers
Grillers

Start Below!

FORM ON FACEBOOK

\$125 Paid Research Opportunity

Get offer

RESULTS IN JUST THREE WEEKS

VEWS - **5,000 views**

LEADS GENERATED = **64**

CASE STUDY 5

CLIENT - National Paint and Home Décor Company

This campaign was in search of **Consumers who have recently painted or wallpapered their home.**

- 1 Week to Recruit
- 60-minute Zoom IDI
- \$100 Gift Card Incentive

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Completed Some Home Improvements Lately?
Take Part in a Paid Research Study!

If you've recently painted or wallpapered the walls in your home, we invite you to participate in a fun paid research discussion. After prequalifying, you'll take part in a 60-minute virtual one-on-one discussion where you talk about your project and receive up to \$100 for your time. Participation is limited so get started here to see if you qualify!

Paid Research Opportunity
up to **\$100**
DIY Decorators!

FORM ON FACEBOOK
\$100 Paid Research Study [Get offer](#)

RESULTS IN JUST ONE WEEK

VIEWS - **6,600 views**

LEADS GENERATED = **42**

CASE STUDY 6

CLIENT - Regional Hospital and Healthcare System

This campaign was in search of **Women decision makers re: healthcare; regional.**

- 2 Weeks to Recruit
- 90-120-minute Zoom Group
- \$125 Gift Card Incentive

Share Your Opinions About Women’s Healthcare Concerns in this Paid Research Opportunity

For a woman, healthcare issues can be complex and there’s a lot to consider when it comes to their healthcare choices. We want to talk with women and discuss their opinions about healthcare, as well as the decisions they make for themselves and for their families. This interesting paid research opportunity consists of a 90-120 minute remote group discussion on Zoom and a payment of \$125... **See more**



Paid Research Opportunity for Women **\$125** *Get Qualified Below*

FORM ON FACEBOOK
\$125 Research Opportunity Get Qualified Here **Get offer**
>>>

RESULTS IN JUST TWO WEEKS

VIEWS - **10,000 views**

LEADS GENERATED = **18**

Some Past Clients



Meet Our Experienced Leaders



SUSAN MACNICOL

President
Strategic & Creative Marketing Inc.
WBE, WOSB
Susan@SCMarketinginc.com
630-456-0827

Susan has 25+ years of experience in marketing serving major global organizations, government entities, plus small and mid-sized companies. She has been involved in all aspects of marketing ranging from market research, campaign development and strategy, to execution of traditional and digital tactics, and served as Moderator and Strategist for a Market Research firm conducting focus groups and IDIs for national media and technology companies.

TAMI WLOCH

Director of Social/Digital Marketing
Strategic & Creative Marketing Inc.
Tami@SCMarketingInc.com
847-271-4066



Tami's career includes 20 years of corporate sales and marketing experience in retail, tourism, and telecommunications, plus entrepreneurial experience gained by starting and managing multiple retail businesses. Tami is highly skilled in Paid Social Ad Campaigns, and due to her success, serves on Facebook Advisory Panels and a LinkedIn Advisory Panel.



The banner features a blurred background of people. A white box on the left contains the company name and tagline. A large green arrow points from left to right across the middle. A blue and green geometric shape is on the right side. A horizontal bar at the bottom lists services: Strategic Marketing Plans, Social Media, Public Relations, and Recruitment Marketing. The website URL is at the very bottom.

Strategic & Creative Marketing, Inc.

EXPERIENCE THAT DELIVERS RESULTS

Strategic Marketing Plans

Social Media

Public Relations

Recruitment Marketing

SCMARKETINGINC.COM

To Improve Your Recruiting of Hard-to-Find Research Respondents, Please Contact Us:

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630-456-0827

Tami@SCMarketingInc.com

847-271-4066

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