

Thought leaders can better retain professional group members through utilizing research solutions, guides Cint

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Networking and community groups can significantly improve member engagement and ensure their content is both relevant and interesting by utilizing the opportunities offered through DIY research solutions, advises Cint, a provider of technology for gaining market insight (<http://www.cint.com/access/fast-market-insight-from-the-right-people-through-cint-access>). As networking, both on and offline, is deemed increasingly valuable in the business world, leaders of professional groups can obtain valuable information from their members at the touch of a button.

Associations bringing together like-minded individuals can be valuable sources of expertise. The leaders of these groups can use DIY market research software (<http://www.cint.com/explore/market-research-software/>), such as Cint Engage, to gain first-hand knowledge from their members. By creating a panel of associates, founders can regularly question them to understand what topics they are interested in discussing, what content they would like to see and what types of events appeal to them. This technology can be utilized by, for example, a trade association wanting to debate crucial issues in their industry or an informal networking group comprised of new media professionals in a specific city.

The organization's spearhead can recruit members of their community and tap into their collective knowledge by deploying survey invitations through this simple-to-use technology. Ownership of the research panel can also deliver an additional revenue stream. When members agree to take part in surveys conducted by other organizations, both the network leader and the respondents receive thank you payments. Therefore, this financial benefit is not only an added incentive for the owner to build a research community, but also for individuals to be a part of it.

Bo Mattsson, CEO of Cint, comments: "Members of formal and informal professional groups will always welcome the opportunity to express their opinion so that they feel valued and can shape the format of their network. All communications using Cint Engage will appear to come directly from the panel owner, which will help to build a stronger relationship between the two parties and increase member engagement with the group. In increasingly competitive times, a network that delivers the offering their community is most interested in is likely to succeed, and utilizing the panel as an additional revenue stream can also help the founders to get ahead."

For more information about Cint's range of panel management (<http://www.cint.com/explore/panel-management>) and DIY market research tools, please visit www.cint.com (<http://www.cint.com>).

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