

Focus Groups for Creative Concept Testing

Recruiting Method: Online & Telephone

Text for email invitation for Small Business Owners and Aspiring Owners:

The U.S. Small Business Administration (SBA) has contracted with Marketing Maven to conduct a series of online focus groups message to determine the effectiveness of various SBA marketing materials. Marketing Maven Public Relations, Inc. will be assisted by its subcontractor, ThinkNow Research.

The targeted survey participants are small business owners. We are contacting you because you have self-identified as a business owner who is willing to participate in research studies like this one.

Participation in this study is voluntary; however, your cooperation would help SBA ensure that communication materials are developed based on an effective creative concept that connects with the intended audience. If you would like to participate in an online focus group, please click on the link below.

Thank you for your time.

[link]

Text for telephone script for Small Business Owners and Aspiring Owners :

Hello, my name is _____ from ThinkNow Research. The U.S. Small Business Administration (SBA) has contracted with Marketing Maven to conduct a series of online focus groups message to determine the effectiveness of various SBA marketing materials. Marketing Maven Public Relations, Inc. will be assisted by its subcontractor, ThinkNow Research.

The targeted survey participants are small business owners. We are contacting you because you have self-identified as a business owner [or aspiring owner] who is willing to participate in research studies like this this one.

Participation in this study is voluntary; however, your cooperation would help SBA ensure that communication materials are developed based on an effective creative concept that connects with the intended audience. Would you be interested in participating in our research study?

If “yes”, continue with screener.

If “no”, thank and terminate.

[link]