

Market research tool - powered by influencers

Project URL- <https://market-research-tool.bubbleapps.io/>

Documentation - <https://devpost.com/software/market-influence>

[A platform connecting business owners/startup founders who have questions that they want to ask their target market with influencers who are ready to put up polls]

Allowing business owners and founders to conduct micro-surveys (single - few questions) to a larger, yet targeted audience within popular social media platforms (starting with Instagram) with the help of micro-influencers. In this way, they will be able to get responses to questions, validate and iterate over ideas at a rapid pace. It beats current solutions (paid survey apps) by an incomparable margin, in terms of cost, reach, targetability and speed.

Simplified workflow:

- Micro-influencer signs up on our platform
- We analyze and categorize the IG page (content + follower characteristics)
- Business Owner/Startup founder signups
- Creates a new poll campaign - fills out poll details and target audience characters.
- Waits for 48 Hrs.
- We use a ranking algorithm to find the best pages for a given poll and push the polls to the micro-influencers' dashboard
- Wait for micro-influencers' to accept/reject the project.
- Micro-influencers put up the poll on their page/stories and after 24 hrs submit the results on our dashboard (in the form of a screenshot)
- We combine results from various influencers and push an organized result to the business owner's dashboard.

Approx. Price metrics:

Business owner pays us - \$1 per 10 responses

We pay micro-influencers - \$1 per 100 interactions

Current alternative solutions:

- One-on-one interviews: Harder to find the right person matching the target persona but if done yields the best results (p.s. we are not competing with this)
- Survey links (popup/links): Inefficient method of distribution, very low conversion rates, people generally hate to fill long surveys.

- Paid Survey platforms: (platforms that pay users to answer surveys): The user group available on such platforms is limited (not many people are ready to fill out random 10-minute surveys for \$0.1), so you might not find people resembling your target customers here.

Micro-surveys on social media (powered by micro-influencers):

- Short; less effort for the consumer
- In-app process: need not go to a separate website
- can access a larger audience (more reliable conclusions)
- while maintaining targetability

Why can't business owners directly find influencers?

- Time - consuming
- Hard to find the right account (even with tag-based search)
- Sometimes there's more to a page than what meets the eye. (Our algorithm + historic data can predict better)
- Varying terms
- Fault tolerance - some may not deliver as promised.
- etc...

Note:

Our product is not meant to be a replacement for one-to-one, direct interviews.

This solution is proposed to be used during the market research phase :

- When a few questions may be completely new / too specific to find answers from already available datasets.
- when answers are required at scale
- when the constraints don't allow for direct interviews