



**The FPG QualPanel™** welcomes over 800 new members every day. Our respondent website, **focusgroup.com**, is ranked #1 on Google Search for “paid focus groups.”

- **Referrals**

Respondents are eager to share their focus group experience with friends, family, and colleagues, through the website Refer-A-Friend page, by sharing emails we send out, and by old-fashioned word-of-mouth.

- **Social Media**

We engage over 110,000 Facebook fans, over 35,000 Twitter followers, and 4,000 Instagram followers with daily updates and encourage them to “like” and “share” our posts.

- **Online Advertising**

We purchase display and banner ads on websites relevant to specific study topics, as well as on general interest pages to encourage overall panel growth.

- **Association/User Groups**

We reach out to study-specific associations such as support groups and non-profit organizations to recruit respondents for both consumer and healthcare-related jobs.

- **Article/Blog Submissions**

FPG submits original, informational content to blogs and websites to educate readers about marketing research opportunities.

- **Grassroots Outreach**

Onsite “Panel Champions” distribute handouts both at our facilities and at busy locations in their cities where potential recruits can be found, including job fairs, student centers, and community events.