

Communispace essay



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As a brand manager would you use Communispace's service? When would you use it? Communispace offers a very valuable service. As a brand manager, I recognize the advantages and would trust my business with them. I also see the value that they have brought to their previous and past clients, therefore building my trust even more. There are a couple of circumstances I would use Communispace's services, a new product launch, and a product that is losing their shine.

What are the advantages and disadvantages of this market research tool compared with alternative methods? I would use the service to launch a new product because the online communities, as explained in the case, give quicker feedback compared to traditional qualitative research methods. It also offers the advantage of social media forums, but without the static and noise of irrelevant consumers that we are not targeting. Especially when testing a new product, it is extremely important that the consumer's voices are truly heard, which is an aspect of Communispace.

The art of listening is rarely mastered, but the numbers Communispace presents don't lie. It is hard as brand manager, to really observe and analyze the customers in our community when trying to develop this new product. Having Communispace give us the option to participate, observe, or simply receive an analytical report is a huge incentive with the value of time. This allows our company to gain a real understanding of what our target market really wants and needs, what their preferences are, and some of their expectations.

Communispace's services will also provide value when trying to revamp one of our slowing products. We will be able to compare past data and compare that with consumer's new opinions, hopefully giving us some insight as to why the product's sales are declining. Whether we receive positive or negative results through the targeted community, Communispace will give us a direction to go, which may be pulling the product. Either way, it is producing us with valuable knowledge that will save us on costs or potentially make us additional revenue.

What are the advantages and disadvantages of this market research tool compared with alternative methods? I see some of the advantages being the controlled amount of interaction offered to the customer. With the large amount of community members, a customer of Communispace can easily log on, monitor results, and begin a project. As pointed out in the case, this provides employees with encouragement and avoids boredom with ones work. It also does not end once the consumer joins the community and decides to participate, as is the case for surveys and focus groups.

The duration that Communispace's services are offered is a huge value because consumer opinions change all the time, and over the course of the year, the customer of Communispace can monitor seasonality. A disadvantage that the case is focused around is the lack of word of mouth marketing. Being such a successful and intelligent company, I believe that word of mouth offerings should have been incorporated into the service package from the beginning.

The online communities are a form of word of mouth, but by extending and clarifying the word of mouth offering, consumers might feel more inclined to talk about the product, therefore increasing sales. What is Communispace's competitive advantage? How is the company creating value? I believe their competitive advantage to be the listening factor. The consumers have the ability to constantly interact with peers that all share a common interest.

The sense of community forms powerful bonds that the consumer relates back to the product they were originally being brought together by, therefore increasing goodwill towards the company. Hesson describes their competitive advantage in the way that, " Our communities are purpose-driven rather than profile-driven. Members are there to help the sponsoring brand and to help each other and this collective purpose remains the center of gravity. " It really brings a sense of belonging to consumers that are participating in the communities, which is something many people long for.

This is creating value because traditional marketing research only creates value upon the time of interaction, which is maybe a thirty minute to three hour survey or focus group. Communispace gives consumers the freedom to log on, or log off, at their convenience. What do you think of Communispace's business model? How is it different from that of traditional market research companies? I trust their business model because it focuses on the psychographics of the consumer rather than traditional market research focusing on demographics.

Traditional market research is still very useful, but it does not give the direct connection to the consumer they are targeting. It uses more of an outside

looking in approach, whereas Communispace uses a hands on approach, making it much more personal and relatable. It not only give the consumer a voice, but also a heard opinion that they can see translated and evolved into tangible results. Whether it be an advertisement, or a new product offering, the consumer will feel the accomplishment that they had a part in creating it.