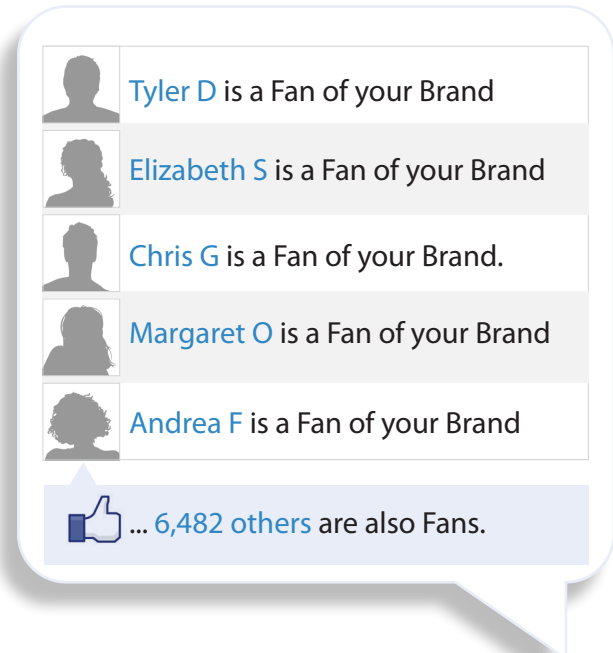


Harris FanConnectSM

Measuring the Brand Impact of a Fan

Social media fan pages have become part of the standard marketing mix. However while these pages can generate “likes”, if and how they deliver increased brand engagement and connection is still unclear to many companies. Now by utilizing **Harris FanConnect**, powered by Research Lifestreaming®, you can determine the value of your fans and the widespread impact they may have on your brand.

Harris Interactive is the only research firm that can successfully get behind the digital curtain to listen, observe and interact with your fans. Harris FanConnect unpacks digital relationships to help you understand whether fandom translates to increased brand engagement, stronger connectedness, and ultimately higher purchase intent. You will be able to evaluate the success of your organization’s fan page marketing activities, and at the same time interpret how a “like” from a brand influencer can positively impact your company’s “word-of-network” (WONSM) and build brand awareness and consideration throughout the whole social media-sphere.



How It Works?

- Recruit your fans to join a 2.0 enabled survey panel. We leverage our Research Lifestreaming technology so that we can “listen” to their unfiltered conversations about your brand.
- Conduct a survey of non-fans vs. fans to determine what, if any, differences exist in any of our key metrics.
- Monitor and measure new fans over time.
- Conduct pulse surveys when you begin a specific marketing activity to determine effectiveness of the campaign.

Harris FanConnect can be utilized on its own or in tandem with current social media intelligence research to yield the insights and metrics required to refine your social media and fan page strategy.

Contact Us

To learn more about Harris FanConnect, Research Lifestreaming or custom market research solutions from Harris Interactive, contact us at **877.919.4765** or info@harrisinteractive.com.