



# Reaching a Niche Audience

## *Case Study - Online Bulletin Board*

### The Challenge

A media research firm needed to recruit 30 participants from the Washington DC area for an online bulletin board study. The twist? Respondents had to be regular viewers of a specific local TV station—a niche requirement that disqualified much of the general population.

### Our Approach

Focus Forward tapped into our robust panel and layered on additional tactics to reach this unique audience. Recognizing that a general call for respondents wouldn't be enough, we executed a multi-pronged recruitment strategy that included:

- Segmenting our panel for Washington DC residents with relevant media habits
- Targeted paid social media campaigns to boost visibility within the right communities
- Purchasing niche lists aligned with local media consumption behaviors
- Referral-based outreach to expand reach within the viewer demographic
- Each participant was screened rigorously to confirm station loyalty and eligibility for the discussion

### Results

- All 30 participants were successfully recruited and actively engaged in the online platform
- The client praised the quality and relevance of the insights shared
- Recruitment was completed on time despite the narrow qualification window

### Why Focus Forward?

From national studies to hyper-local recruits, we know how to find the “needle in the haystack.” With layered outreach strategies, deep panel insights, and a flexible, resourceful team, we deliver even the toughest targets—on time and with confidence.



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