

STRATCOM

Research Services

DOES YOUR MESSAGE
RESONATE WITH
OTHERS?

DON'T JUST GUESS.
GET ANSWERS WITH
STRATCOM RESEARCH.

 @stratcom_ca

 @Stratcom.Inc

stratcom.ca



1.866.537.6199

sales@stratcom.ca

Strategic Communications Inc. (Stratcom) is an international award-winning consulting firm based in Canada and the UK that has been providing research, communications, engagement and fundraising services to governments, government agencies, charities and not-for-profit organizations since 1991. In addition to our international scope, we have fielded research in English, French, Cantonese, Mandarin, Punjabi, Dutch, and German.

Stratcom designs custom research programs that:

- pinpoint key audiences
- systematically explore attitudes, perceptions, and awareness of issues and policies
- develop and refine effective communications platforms

We are experts at designing and managing complex, multi-modal, and time-limited projects in diverse and often demanding contexts

OUR SERVICES:

1 Online Surveys

The majority of our surveys are conducted online due to lower costs, increased reliability, improved access to hard-to-reach populations and higher response rates. This format is recommended for complex research questions and topics of a sensitive nature because it permits the respondent to read questions more than once, reduces the risk of inaccurate answers, and allows for longer, more detailed answers.

2 Interactive Voice Response (IVR)

A quick and cost-effective methodology that utilizes automated dialing to present respondents with pre-recorded survey questions to which they respond using the phone keypad. Depending on the targeted region, Random Digit Dialing (RDD) is used to reach cellphone numbers — which is essential to reach the under-40 demographic and other cell-only households.

3 Live Telephone Interviewing

Allows for longer questionnaires and more complex questions. In ridings or regions with large proportions of non-English speakers, multi-lingual live calling is necessary.



The tracking polling with Stratcom is invaluable. We turn to it regularly to refine our communications, advocacy and organizing. Because we are in the field each quarter, we can see new opportunities as they arise and respond quickly.”

Sussanne Skidmore
Secretary-Treasurer



4 Focus groups (in person and online)

A loosely guided roundtable discussion with approximately 6-8 people that can be conducted in-person or online. For in-person groups, a moderator leads the discussion and the group is monitored through a two-way mirror. Online focus groups utilize online chats or bulletin board focus groups (BBFGs) and are similar to those held in-person, where clients can watch the discussion unfold in real time from an observation room. This is ideal when participants are geographically dispersed.

5 Multi-modal

Multi-modal membership projects are large scale surveys that are deployed through a variety of channels including live phone, Broadcast Voice Message, online survey, and texting. Stratcom's added value is our ability to integrate various channels, as needed. All channels are provided by our in-house services, which allows us the opportunity to add or modify any of the methodologies at any stage during the survey fielding process.

6 Key informant interviews

One-on-one moderated discussions with interviewees from a specialized focus that allow for the exploration of opinions and underlying values of respondents. Follow-up probing often reveals perspectives not previously known.

CLIENTS

Among our diverse list of clients are Canadian and international organizations including:



STRATCOM

CONTACT US:

For more information or to obtain a quote.

E: sales@stratcom.ca

T: 1.866.537.6199

X @stratcom_ca

f @Stratcom.Inc

stratcom.ca