



The Social Question

NEXT GENERATION ENGAGEMENT



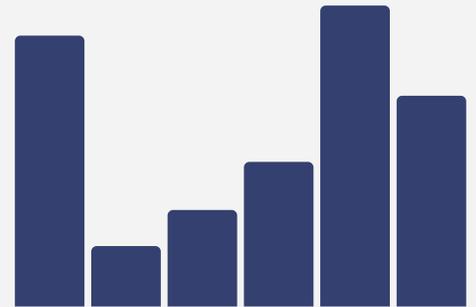
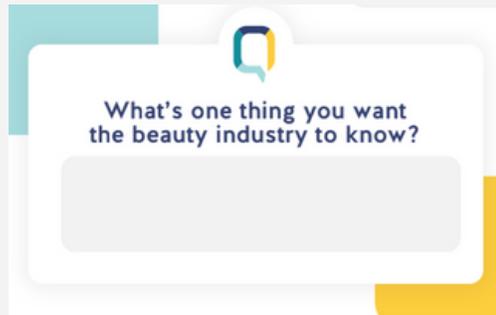
Kayte Hamilton

Founder

Founder's Note

Innovation permeates nearly every aspect of our lives. However, for decades, consumer research has largely relied on the same traditional services. The Social Question exists to encourage new, more creative ways of consumer engagement, without abandoning the tried-and-true qualitative and quantitative disciplines. By leveraging a more authentic conversation experience, we can organically uncover new opinions and behaviors that complement more structured research designs.

TRANSFORM
INFLUENCER
Q&A BOXES
INTO DATA
INSIGHTS



Fueled by the growing need for authentic research experiences, we invented a service that combines the clients' need for primary data and the Content Creator's desire to drive engagement with followers. The Social Question supports both brands and influencers with this groundbreaking business model. We encourage you to zoom in on the single most strategic question your brand needs to solve. And then zoom out to complement insights from this key question with passive Social Intelligence research, and/or primary qualitative and quantitative data gathering.

ANALYSIS OF RESPONSE BOXES CAN BE USED FOR:

INNOVATION /
NEW PRODUCT
DEVELOPMENT

SEGMENTATION

CONSUMER
EXPLORATION

HOW THE SOCIAL QUESTION WORKS:

We collaborate with stakeholders on both ends of the relationship: the client + the influencer. Our services include recruiting and managing Content Creators, as well as data analysis of responses. We're consistently focused on growing our influencer network, which ensures we're always able to match clients up with the perfect influencer to fit their project need. We match based on: [Does the strategic question fit within the conversation this influencer is currently having with their audience?](#) [Does their audience represent those we want to reach?](#)

Creators are paid a fee for their partnership, and we offer \$50-\$100 cash for raffles to encourage follower participation. We take data privacy extremely seriously at The Social Question, which is why an influencer's Q&A script will always include opt-in language.

EXAMPLE RATES:

SINGLE QUESTION HOST

\$500 - \$5,000

TSQ partners with one Question Host for one question. Rates vary based on follower size and typical response box volume. Minimum activity includes 2 Instagram Stories slides (Intro + Response Box). Ideal for those with a limited budget and narrow research objectives.

SOCIAL SQUAD

\$750- \$7,000 per Host

TSQ partners with 2+ Question Hosts for multiple questions. TSQ also helps promote the other hosts throughout the series. Ideal for those with a more flexible budget and broader objectives and/or target audiences.

ADDITIONAL INSIGHT SERVICES:

PRIVATE SOCIAL SOCIETY

\$2,500+

Think a traditional online board or community - except swap the platform for Instagram. We will create a private project page for approved, pre-recruited individuals. Participants engage with each other and with the brand through comments, story polls and more. TSQ will moderate and report out findings. Recruit strategies vary; send us a note to chat more!

NEW INFLUENCER RELATIONSHIPS

CUSTOM

Just getting started in Influencer Marketing and don't know whom to contact or how to begin? We can help give you a running start! We'll introduce you to recruiting tools and management resources, and even make introductions to key professionals in the space. [Consider using The Social Question as a trial engagement before committing to a long-term creator contract.](#)