



CENTERCODE
DELTA'20

Leveraging Betabound to Boost Your Tester Count

About Me

Brad Day

Product Director, Community
Centercode

Marketing and Community Management background

Experience recruiting for hundreds of tests across a
variety of products

Passion for accurate data and insightful analytics

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Agenda



- 1 Introduction to the Community
- 2 Recruitment Challenges
- 3 Leveraging Betabound
- 4 Benefits
- 5 Recap

1. **Introduction to the Community**
2. Recruitment Challenges
3. Leveraging Betabound
4. Benefits
5. Recap

What Is the Community?



Community

A broad collection of users interested in providing feedback to a company about their products or ideas.

YOUR MEMBERS
YOUR IMPLEMENTATION
YOUR COMMUNITY

Betabound

Centercode's panel of hundreds of thousands of global test candidates. Serves as the candidate pool for Managed Services and can be leveraged by Centercode users.

Build Quicker
With Betabound

Benefits of a Community



More High-Quality Engagement

A healthy community enables projects to have higher participation, more feedback, and better project success.



Maximize Research Potential

Use your community to its full potential to engage in projects, participate in research, and help guide your brand.



Measurable Return On Investment

Share success metrics and communicate value to key stakeholders and build champions.



Faster, More Efficient Projects

Recruit high-performing ideal testers faster and collect more feedback in projects.

Benefits of the Whole Package

Healthy Community

A profiled, enthusiastic, and motivated group of community members in a well-configured platform.



Successful Projects

An efficiently managed project that captures actionable, relevant results gathered from a targeted, engaged group of testers.



Great Products

Amazing, lovable products influenced by real user feedback gathered before launch.

Valuable Customer Validation Program

A results focused program that repeatedly drives product success by utilizing a healthy community and successful projects to create great products.

Common Strategies



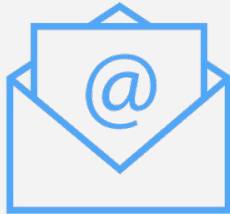
Leveraging marketing on your company site to recruit customers who are interested in testing

Common Strategies



Leveraging social media networks or forums to give your followers the opportunity to help your product(s)

Common Strategies



Leveraging support or sales tools to directly reach out to customers who might be interested in participating

Company Site

Company Social

Customer Emails

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Recruitment Challenges



Source Overload

I need more users... where do I start?

Friends? Family? Customers? Coworkers? Social?

Too many sources leads to a lack of confidence

Recruitment Challenges



Source Overload

Low Tester Count

Not hitting your target number

Less of a problem for software, big problem for hardware

Impacts how you scope future projects

Recruitment Challenges



Source Overload

Low Tester Engagement

Low Tester Count

Not hitting your participation goals

Tester count helps, but participation is a challenge

Recruiting the **right** people

Recruitment Challenges



Source Overload

Low Tester Engagement

Low Tester Count

Unsuccessful Projects

Your testers are the center of your program

Having the right people makes all the difference

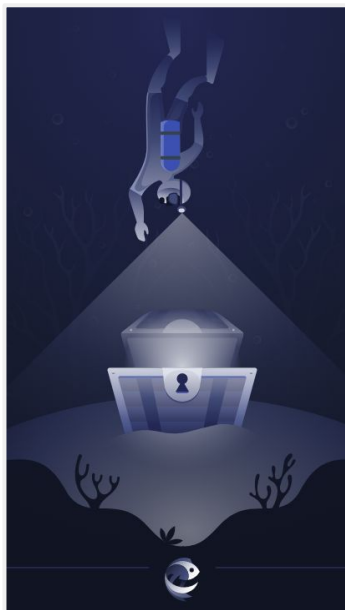
Ultimately drives the success of your program


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Meet Betabound



Centercode's panel of hundreds of thousands of global test candidates

A screenshot of the Betabound website's welcome page. The page has a purple header with the Betabound logo. Below the header is a purple banner with the text "Welcome to Betabound!". The main content area is white and contains text about joining the tester community, a link to "Anyone can be a Betabound tester", and instructions on how to get started. At the bottom, there is a dark blue section with the text "READY TO JOIN THE COMMUNITY?" and a "GET STARTED" button. Below this is a "LOG INTO YOUR ACCOUNT" section with input fields for "Email Address" and "Password", and a "LOG IN" button.

 **betabound**

Welcome to Betabound!

We're glad you're interested in joining our tester community. Your feedback will help shape and improve products from some of the [biggest names in tech](#) before they are launched to the public.


[Anyone can be a Betabound tester](#). Our clients look for individuals from all sorts of backgrounds, so there's no "techie" experience required besides enjoying the tech products that you already use!



To get started, you'll need to create an account. Once that's done, you can start applying to our tests. You'll also start receiving emails about upcoming tests that are relevant to you so you can apply quickly for the ones that interest you.

Let's get started!

READY TO JOIN THE COMMUNITY? [GET STARTED](#)

LOG INTO YOUR ACCOUNT




 

[LOG IN](#)

Basic Profile

Basic Profile

About You

Gender  *

☐ Female ☒ Male ☐ Prefer not to answer

Which operating system do you prefer? *

☐ Mac ☒ Windows

Which mobile platform do you prefer? *

☐ Android ☒ iOS

Testing Interests

Which product categories are you interested in testing? *

- ☒ Business & office solutions
- ☒ Gaming
- ☒ Health & fitness
- ☐ IT & networking
- ☒ Mobile applications & devices
- ☐ Parenting & families
- ☒ Pet technology
- ☒ Smart home
- ☒ TV & home theater

SUBMIT

CANCEL


Extended Profile



Contact

A valid street address is required. As a Betabound member, you'll have the chance to test both hardware and software products. If you apply and are selected for a hardware test, this address is where your test unit will be sent.

Please note that our shipping services are unable to deliver to P.O. Boxes. Additionally, a signature will be required. If unavailable, our service will reattempt delivery.

Residential Address  *


City *

State *

If you live outside of the United States, please select N/A here. If you'd like to verify that the Country we have on file for you is still accurate, please head to "Account Settings" in the left-hand menu after completing this form.

<Select>

▼

Postal Code  *

SUBMIT

CANCEL

Please format with dashes. Non-US/Canada numbers must start with a plus (+) sign.

Extended Profile

Home

Home Ownership *

☒ Own ☐ Rent

Home Type *

House (More than 2,500 sq ft) ▼

Children in Household *

0 ▼

Adults in Household *

2 ▼

Education

Did you attend college or university? *

☒ Yes ☐ No ☐ Currently attending

Level of Degree *

SUBMIT

CANCEL

Meet the Betabound Team



Brad Day



Conrad Neill



Ulysses Quintanilla

✉ hello@betabound.com

🐦 [@betabound](https://twitter.com/betabound)

Leveraging Betabound



Betabound can be leveraged from two different angles...

Leveraging Betabound



Homepage
Announcement



Email Invitation



Leveraging Betabound

A large red circle with a white network pattern of dots and lines, serving as a background for the text.

Homepage
Announcement

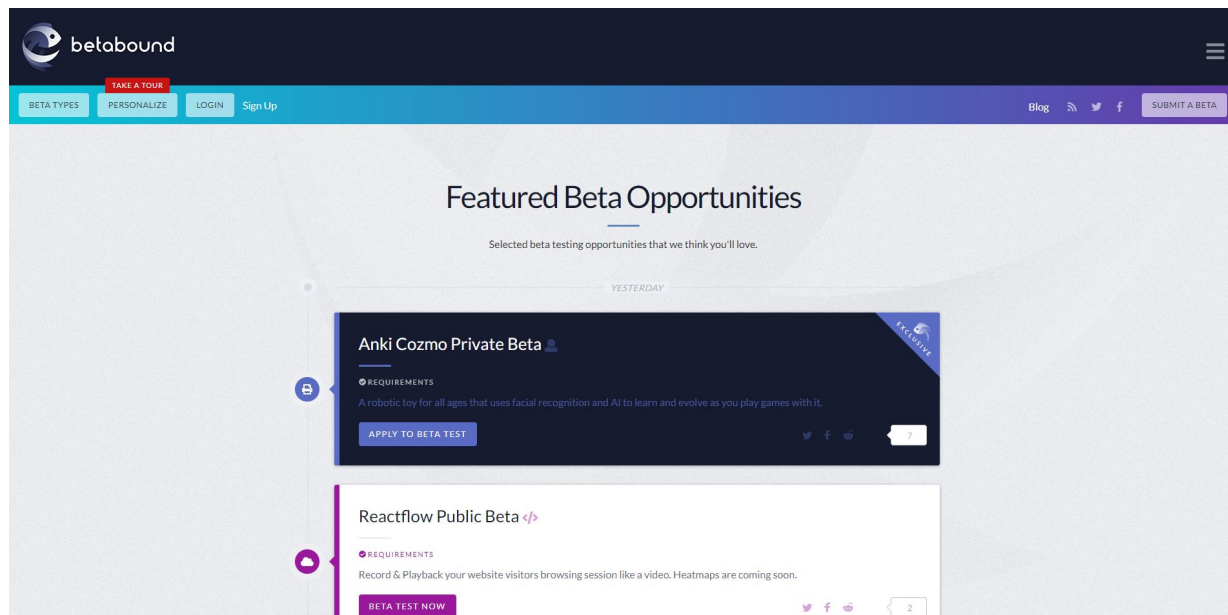
Homepage Announcement



We will announce your test on the Betabound homepage

The homepage
that our panel
uses to log in

It's free



Homepage Announcement



A screenshot of the betabound homepage. The header is dark blue with the betabound logo on the left and a hamburger menu on the right. Below the header is a navigation bar with links: BETA TYPES, TAKE A TOUR (highlighted in red), PERSONALIZE, LOGIN, and Sign Up. On the right side of the navigation bar are links for Blog, RSS, Twitter, Facebook, and a SUBMIT A BETA button. The main content area has a light gray background with a large heading "Featured Beta Opportunities" and a subheading "Selected beta testing opportunities that we think you'll love." Below this is a timeline starting with "YESTERDAY". The first item is "Anki Cozmo Private Beta" with a blue background and a "EXCLUSIVE" badge. It includes a "REQUIREMENTS" section, a description, and an "APPLY TO BETA TEST" button. The second item is "Reactflow Public Beta" with a white background and a code icon. It also includes a "REQUIREMENTS" section, a description, and a "BETA TEST NOW" button. Social media icons and a comment count are visible for each item.

Homepage Requirements



Any test opportunity can be posted on the homepage

Just needs to match a few basic requirements...



Homepage Requirements



Must be a pre-release product being tested

Must be in a test phase (not launched with pricing options)

Must have a means to collect feedback

Must be applicable to most users

Your product must be reasonably complete

Homepage Announcement



Get started with this form

Product description

Tester requirements

Tester incentives

A screenshot of a web form titled "Find Great Beta Testers on Betabound". At the top, a purple button labeled "SUBMIT A BETA" is highlighted with a black border. Below the title, a subtitle reads: "Request a free announcement of your beta testing opportunity to be showcased on our homepage. To maximize your chances of being posted, please review our [FAQ](#) before submitting this form." The form contains several input fields: "Company Name" (with a small icon on the right), "Your First Name" and "Your Last Name" (two separate fields), "Your Email", "Product Name", "Twitter Handle", "A 1-2 sentence description of your product" (a larger text area), "Any technical or demographic requirements testers must meet in order to participate" (another larger text area), "Any rewards participants will receive", "Primary Product Type" (a dropdown menu), "Primary Audience" (a dropdown menu), and "How will testers access your test?" (a dropdown menu).

What Happens Next?



Key feature is a link to your site

We'll work with you on your post

We'll provide recommendations based on our experience

You'll have a chance to see a preview before we go live

Homepage Post Goes Live



We'll be honest - results vary

Some products report hundreds of signups

Other products report only a few clicks

It really comes down to the **product** and the **opportunity**

It's a great place to start

Leveraging Betabound

Email Invitation



centercode

Email Invitations



Your opportunity in the inboxes of our Betabounders

We'll directly email our Betabound panel

Higher response rate than the homepage announcement

Email Invitations

We'll draft a
Recruitment Plan -
custom built to help your
recruitment succeed

Wireless Router Recruitment Plan

Strategy Overview

Email Betabound community

Post Betabound post

External recruitment as needed

Email Text

From: Betabound

Subject: Secure Wireless Router Test Opportunity



Secure Wireless Router Test Opportunity

Betabounder,

We'd like to invite you to test an upcoming wireless router which is designed to protect your home network and any network-connected smart home and mobile devices.

This opportunity is ideal for anyone interested in having a more secure home network.

To learn more and apply for your chance to be a part of this test, click the link below.

Best of luck!
The Betabound Team

Landing Page

Secure Wireless Router Test Opportunity

We're looking for Windows and macOS users to help us test a wireless router for the home network. This device is designed to help users manage their home wireless network and protect their network-connected devices (such as smart home products, laptops, smartphones, and tablets).

This is a great opportunity for anyone looking to try a new router while also improving their home network security.

Recruitment Plan

Strategy Overview

Email Text

Landing Page Text

Social Media Text

Post Preview

Qualification Survey

Twitter Post Preview

If you could add a new feature to your WiFi router, what would it be? You'll have a chance to share your thoughts in our latest test. Apply here: goo.gl/xyzxyzxyz

#newbetatest #testing #WiFi #secure

Betabound Post Preview

POSTED FEBRUARY 3, 2019

Wireless Router Public Beta

This upcoming wireless router provides macOS and Windows users with protection from malware.

Apply to Beta Test



NOW



HARDWARE



APPLICATION

Personal Computer

Please identify which type of computer you own*

- Mac
- Windows PC
- Other

I do not own a computer (disqualify)

- Conditional if "Mac"

What operating system is your computer currently running?*

- OS X 10.6 "Snow Leopard"
- OS X 10.7 "Lion"
- OS X 10.8 "Mountain Lion"
- OS X 10.9 "Mavericks"
- OS X 10.10 "Yosemite"
- OS X 10.11 "El Capitan"
- macOS 10.12 "Sierra"
- Other

- Conditional if "Windows PC"

What operating system is your computer currently running?*

- Windows XP or older
- Windows Vista
- Windows 7
- Windows 8
- Windows 8.1
- Windows 10
- Other

Recruitment Plan

We'll conduct an
Onboarding Path Review
of your implementation

Onboarding Path Review

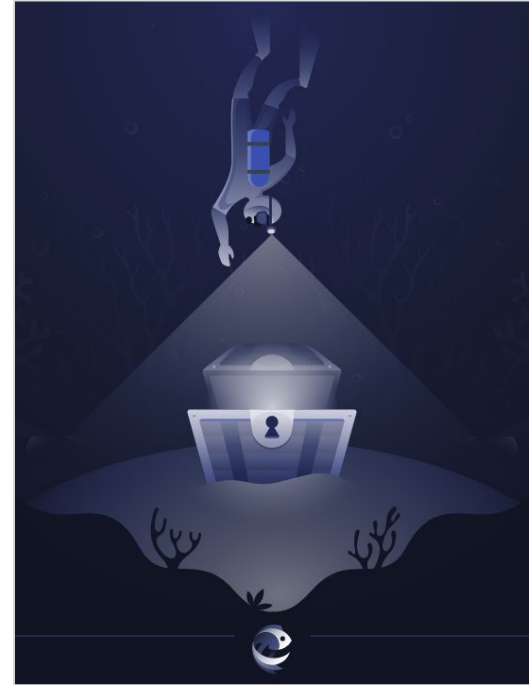
Item	Status	Notes
Sender Policy Framework (SPF) A correctly configured SPF is a critical component to sending and receiving Email Verifications from third-party systems like Centercode.	OK FAIL N/A	
Privacy Policy Before any tester registers their account, you must have an appropriate Privacy Policy in place. You may have one available, or you might need to get one from your Legal team.	OK FAIL N/A	
Landing Page Copy This is the applicant's first impression of your portal. Copy text and visual appeal should be exciting and attention-grabbing.	OK FAIL N/A	
ONB Team Assignment Upon registering, Applicants should join the correct team(s) which then determine access to resources and the appropriate Notices.	OK FAIL N/A	
ONB Community Settings When applying for a project, <i>new users</i> must create their account and follow the appropriate Community Onboarding path.	OK FAIL N/A	
ONB Notice Chain An applicant's first experience is an important one to get right - your Notice Chain should guide the user, step by step, through registration and qualification, then end with a clear path forward (even if it's to wait).	OK FAIL N/A	
Qualification Survey Qual Surveys should ask <i>specific</i> questions necessary for qualifying your applicants. They should be short but information-dense. A little friction here is often considered better than none.	OK FAIL N/A	

Email Invitation Goes Live

Betabounders act quickly

The **product** and the
opportunity are both important

Let us know how it went!



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Benefits



Faster Project Ramp-Up

Betabound acts quickly

90% of our applicants respond within the first 48 hours

Less time on your end figuring out where to begin

Benefits



Faster Project Ramp-Up

High Tester Count

Hit your target tester number

Build up your Community to help feed future projects

Higher confidence scoping in the future

Benefits



Faster Project Ramp-Up

High Tester Engagement

High Tester Count

Hit your participation goals

Higher applicant numbers help you get the right people

Ample supply of feedback for meaningful, impactful results

Benefits



Faster Project Ramp-Up

High Tester Engagement

High Tester Count

Successful Projects

Your testers are the center of your program

Successful projects, happy testers, great program

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5. **Recap**

Recap

Homepage
Announcement

Email Invitation



Recap

A large red circle with a white geometric pattern of interconnected lines and dots, resembling a network or a crystal structure.

Homepage
Announcement

Get featured on the homepage that our panel uses

Recap

Email Invitation



Land your opportunity in the inbox of our community members

Closing Thoughts



Our members appreciate the variety of opportunities

As an exercise, imagine your opportunity among others

Have questions or ideas? Reach out!

Thank You!



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in [linkedin.com/in/bradmday/](https://www.linkedin.com/in/bradmday/)

