WEBINAR

THE BUILDER'S BLUEPRINT TO *RECRUITING TESTERS*



centercode

About Me

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Housekeeping

1) Thanks for joining

2) This webinar is being recorded and will be sent to you

3) Q&A will be at the end. Send me your questions during the presentation!

A few more things before we get rolling

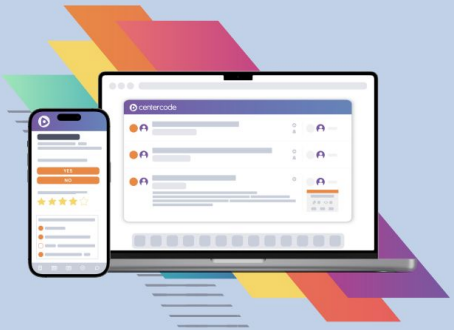
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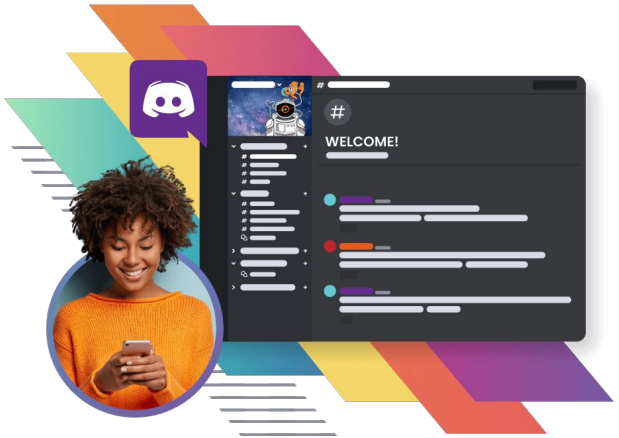
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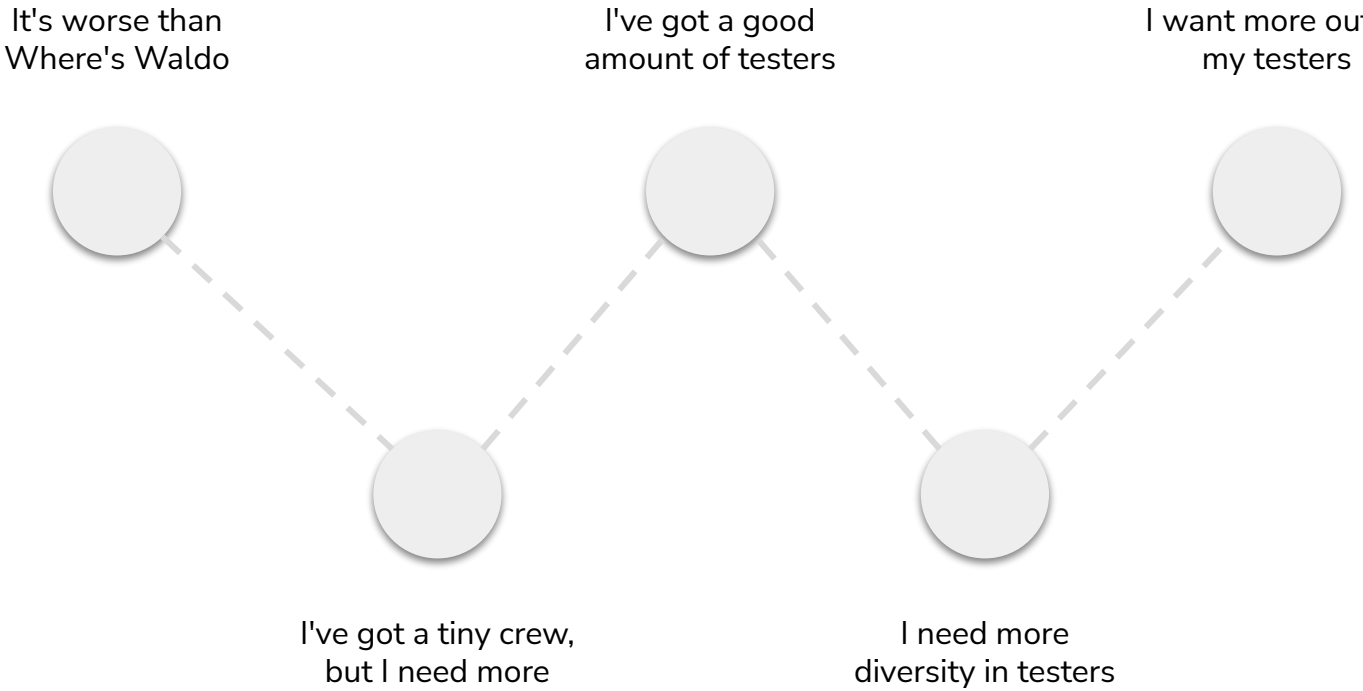
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I found myself thinking...

What's the best way to find testers?


It's worse than Where's Waldo
I've got a tiny crew, but I need more
I've got a good amount of testers
I need more diversity in testers
I want more out of my testers

What are we going to cover?

1) Challenges of finding beta testers
2) A blueprint for recruitment
3) Lessons from failures and success

Why do I have problems?

- Credibility
- Attraction
- Wrong process, wrong time
- Tools

Blueprint

- Strategy! All part of the plan
- Messaging! Know your audience
- Iterate! Monitor and move with your recruitment
- Don't forget what works! You'll need to do it again and again

Lessons

- Don't be mysterious... Unless you have the credibility to back it up
- Be clear in your messaging about who the product is for
- Don't stop with a good recruitment, you still need to run a good test
- Try not assuming a strategy works for every problem you try to solve

Email Invitation

1. Clear subject line
2. **Introduce who's running the test**
3. Explanation of the purpose of testing
4. **Benefits of joining the test**
5. Project details
6. Clear call to action

Social Invitation

1. Get attention with a catchy headline
2. Lead with the benefits of joining the test
3. Use visualizations
4. Project details
5. Clear call to action

Sign up page

1. Clear and concise title
2. Reason for running the test
3. **Benefits of being a tester**
4. **Requirements for testing**
5. **Timeline for testing**
6. Privacy policy
7. Call to action

Tools of Recruitment - Recap

Email	Post	Landing Page
A message you send inviting testers.	A post inviting testers to join your test.	A web page where testers can join your test.
Requirement: Access to emails	Requirement: Access to social media	Requirement: Access to web design tools -or- Access to beta testing tools with custom sign up pages
What's in the email? - The reason for testing - Brief product details - Tester requirements - Benefits of joining - Link to landing page	What's in the post? - Brief product details - Tester requirements - Benefits of joining - Link to landing page	What's on the landing page? - The reason for testing - Benefits of joining - Brief product details - Timeline of testing - Tester requirements - Link to join or apply

Recap

Recruitment can be simple and complex

There are patterns for every situation, let's call it the blueprint

Messaging at different stages Awareness -> Conversion -> Activation

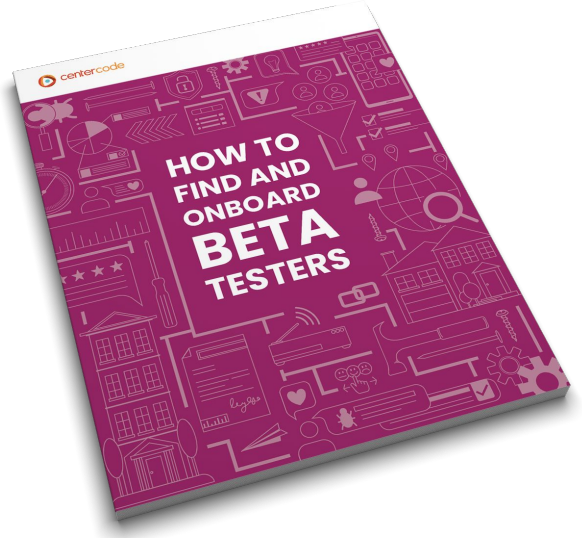
There are strategies applied to the blueprint based on your situation

Download - How to Find and Onboard Testers

To learn about:

- Components of successful messaging
- Illustrations about onboarding
- Tips all along the way

[Download it here!]



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Q&A



THANK YOU!

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