

# RESEARCH STUDY RECRUITMENT – PROMOTION TOOLKIT

If you are interested in developing materials to recruit study participants, please review the following document that outlines the process and options available. In order to ensure brand compliance, you must work with the BMC, BUSM, BUSPH or BU Dental Communications/Marketing Departments on the development of materials or on the review of sponsor-supplied materials. Ensure that funds are available for your chosen promotional material(s). Work with a Clinical Trials Office Financial Analyst or the Office of Sponsored Programs during budget development and negotiation when applicable.

## GENERAL PROCESS\*

1. Within the Recruitment Procedures section of the INSPIR application, you will use recruitment materials. If you select “yes” you will be prompted to fill out this form: [www.bmc.org/researchpromotion](http://www.bmc.org/researchpromotion). Depending on the home institution of the principal investigator, BMC, BUSM, BUSPH or BU Dental Communications/Marketing will review the information submitted
2. Communications/marketing team will review form and within 1-2 business days provide study coordinator with Marq login credentials, a detailed how-to guide and best practices
  - Marq is a design and brand template platform that can be used by individuals with minimal to advanced graphic design experience
3. Study coordinator will access Marq account, select a template from a suite of options, and design/customize necessary material(s)
4. Study coordinator will submit finalized material(s) to Comms team for review through Marq and Comms team will work with study coordinator to make any necessary edits
5. Once materials are finalized, Comms team will approve materials and provide study coordinator with a stamp of approval that can be submitted along with material(s) to the IRB (either as part of initial review or as an amendment). Approval of materials from Comms team averages 1-3 business days
6. Approval of recruitment materials from the IRB averages 1-3 business days. Once IRB-approved, study coordinator can download, print, etc, materials for use
7. Once materials are approved and downloaded for use, the study coordinator’s access to Marq will expire as there are limited licenses. If study coordinators need to make minor changes to materials at a later date (ex: contact info), they will be re-granted access to their materials in Marq to make those necessary changes.

\*If you have received sponsor-supplied materials, fill out the same form listed in step 2 and upload those materials for review and approval

## PROMOTIONAL MATERIAL OPTIONS

### Twitter Post

Graphics for Twitter posts can be developed in Marq. BMC, BUSM, BUSPH, or BU Dental can post one tweet on behalf of your study.

### Flyer / Postcard / Business Card

These print materials can be created in Marq

- Budget: \$150-175 to print 100 copies on professional paper. \$0 to print internally

### Social/Digital Media Advertisement

We are partnered with BuildClinical who specialize in landing page development and social/digital ads for research recruitment campaigns. Communications/Marketing can connect you to a rep.

- Budget: ~\$1,000 for 6-week pilot campaign with the potential reach of 75,000 to 250,000 depending on the target audience.

### Newspaper/Digital Media Advertisement

Communications/Marketing teams can discuss larger media buy options on a case-by-case basis.

- Budget: \$500-\$15K (very wide range depending on your audience, placements, etc)

### BMC Website & Email placement

Have your study listed on [bmc.org](http://bmc.org). The link to the listings is emailed each week in “The Week Ahead” email newsletter to all BMC staff. Email the Clinical Trial Office at [CTO@bmc.org](mailto:CTO@bmc.org)

Submit your study to the BUMC News & Events email, sent to all faculty, staff and students on the Medical Campus every Monday morning. Submit your information through: [wwwapp.bumc.bu.edu/weeklyemailer/Home/Start](http://wwwapp.bumc.bu.edu/weeklyemailer/Home/Start).

**For general questions, please contact: [dg-brand@bmc.org](mailto:dg-brand@bmc.org)**