

# DIY Marketing – The Marketing Research Process

To carry out effective marketing research, follow the steps of this simple process. Look at the examples and then use the spaces provided to decide what you need to do.

## 1. Define the problem and your research objective

Take plenty of time on this stage. You may know you have a problem, but you may not be sure what it is. If you're going to ask someone else to help you with your research, get them involved right at the start, to help you define your problem.

*Example: Some of my clients buy from me once but don't come back again. My objective is to find out why this happens.*

## 2. Develop your research plan

This is where you need to work out what information you need, where you're going to get it and how.

Will you gather the information (primary research) or use information that is already published (secondary research)? How big will your sample size be? Will you use the phone or group sessions? Who will prepare the questionnaire?

*Example: I need to know what my clients really think of my service. I will ask my assistant to ask a sample of my clients exactly what they think. This will be done over the phone. We will agree a list of questions to be asked.*

## 3. Doing the research

When you've done your planning, you need to start the actual research work. Set yourself some targets for completing the work.

*Example: Over the next month, my assistant will speak to twenty of my clients on the phone. That's five clients each week.*



#### 4. Present your results

Analysis of your results will provide you with the information you need. Whether your research has been qualitative ("What do you think?") or quantitative ("How much did you buy?"), you need to look for trends.

*Example: Five out of twenty of my clients said I was too expensive.*

What were your three key trends?

1

2

3

#### 5. Take Action

What are you going to do as a result of your research?

*Example: I am going to provide extra value to my clients, so they no longer see my services as expensive. That way, they will keep buying from me.*

What action will you take for each of the three trends you have identified?

1

2

3

Every time you want to improve your service, delight your clients even more, work out how much to charge, or develop a new service that people will actually buy, follow the steps of this simple process. The information you collect will help you make the right decisions for your business.

For more advice on using marketing research to promote your business, contact Appletree by calling 01635 578 500 or e-mailing [Chantal@Appletreeuk.com](mailto:Chantal@Appletreeuk.com)

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