

Market Research Tips to Ensure Meaningful and Actionable Results:

- Translate results into implications.
- Ensure results are actionable.
- Ask what you are going to do with the answers to every question BEFORE you ask it.
- Be forward looking.
- Be relevant to your audience. Ask questions that matter.
- Be able to interpret & translate feedback to gain insights into motivators of behavior & emotional responses; do not just report 'the results'.
- Look for the underlying causal drivers.
- Actively listen objectively and fully.
- Do not prejudge or pre-suppose.
- Always be listening & looking for gaps, opportunities & differentiators.
- Probe, probe, probe, and then probe again.
- Slight wording adjustments can make big impacts (like a golf swing) for both survey design and messaging.
- Watch for bias (in questions, qualification of respondents, research method, interpretation, etc.)
- View research as a way to harness the voice of the marketplace (customers, prospects and influencers) to provide critical inputs to decision-making, and not just 'research'.

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About Strategic Marketing Solutions

Led by Deb Siegle, a marketing professional with more than 25 years of experience, Strategic Marketing Solutions is a consulting practice that specializes in building effective marketing and customer loyalty programs and experiences. Strategic Marketing Solutions focuses on delivering pragmatic, actionable results. The practice undertakes the following types of projects:

- Market research (qualitative and quantitative)
- Competitive Assessments
- Feasibility studies
- Training
- Meeting facilitation
- Customer loyalty drivers and programs
- Seminars, programs, conferences
- Develop and launch products and services
- Branding and messaging