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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Market Research – Without the Cost**

**By Michael Martone**

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Marketing research comes in handy at many points during the eBusiness lifecycle: when contemplating a new business venture; introducing a new product; identifying potential customers, etc. In-depth research performed by one of the many market research companies is a fast way to use up your marketing budget if you are a small business. Are there any alternatives? Of course. The Internet is a wealth of information, and while the market information you get for free or inexpensively is not as focused or detailed as you might get with the professional consultants, it usually suffices for many on a small budget. So where does one find this information online? Let's look at a few sites:

\* Yahoo! Web Statistics

Check Yahoo at

[http://dir.yahoo.com/Computers\\_and\\_Internet/Internet/World\\_Wide\\_Web/Statistics\\_and\\_Demographics/](http://dir.yahoo.com/Computers_and_Internet/Internet/World_Wide_Web/Statistics_and_Demographics/) for links to good sites and surveys pertaining to the web and Internet.

\* AdAge Magazine Online

Look at <http://www.adage.com/datacenter.cms> for leading ad spending estimates, media rankings, ad agencies, and salary surveys.

\* NUA Internet Surveys

Surveys and news clippings from various categories related to the Internet.

\* Email Marketing Case Studies

Go to [http://www.clickz.com/em\\_mkt/case\\_studies/](http://www.clickz.com/em_mkt/case_studies/) and take a look at these case studies by Heidi Anderson. Real companies, real cases, real results.

\* Esearch General Case Studies

This sites available studies are somewhat dated, but can still be useful as a general guideline. Studies include: Online Investing; Online Auctions; Children Online, etc.

\* Ecommerce Guide

This site at <http://ecommerce.internet.com/> is a great general online resource. The articles provide insight into what is happening with ecommerce right now. Recent articles as of this writing are: "Dot-Com Sales Lower This Year", "Amazon Sales Jump 21%", and "Payment Made Easy (online merchant accounts)".

\* Big Picture Cyberatlas Statistics Toolbox

This site ([http://cyberatlas.internet.com/big\\_picture/stats\\_toolbox/article](http://cyberatlas.internet.com/big_picture/stats_toolbox/article)) has recent stats on Internet usage, ecommerce, demographics, advertising, and more. This is a real treasure trove of valuable data. Here are some of the reports you can find here: "Top US ISPs by Subscriber"; "Online Populations"; "Hispanic Ownership of Selected Home Media Technologies"; "Lycos Top 50 sites for the week ending June 29, 2002"; "Surfer Traffic, May 2001 to May 2002"; "Newspaper Site Traffic"; "2001 Worldwide PDA Shipments". As you can see, there is tons of information here that can help you plan a marketing campaign, or roll out a new product or service.

\* eMarketer.com

This site provides excellent reports, but alas they are not free. However, for a reasonable price you can get highly focused and detailed reports for any segment and topic you are interested in...check it out.

This is just a quick list to get you started. You can always do a Google search on `market research' or `statistics '. By the way, many of the links mentioned in this article can be found on our Resources page at <http://www.profitmonkey.com/resources.html>

## **Why Is Market Research Important?**

### **By Martin Day**

Market research is an essential part of any business that wants to offer products or services that are focussed and well targeted. Business decisions that are based on good intelligence and good market research can minimise risk and pay dividends and by making market research part and parcel of the business process and conducting market research throughout the lifecycle of a product or service market research will bring the following benefits:–

Market research will help you better communicate – Your current customers experiences are a valuable information source, not only will they allow you to gauge how well you currently meet their expectations they can also tell you where you are getting things right and more importantly where you are getting things wrong.

## Market Research – Without the Cost

By asking the customer you not only show them that you care but you also take the guess work out of customer services.

Market research helps you identify opportunities - If you are planning to operate a new service and want to know the preconceived attitudes people have then market research can help, not only in evaluating the potential for a new idea, but also by identify the areas where a marketing message needs to honed.

Market research will minimise risk – Market research can help shape a new product or service, identifying what is needed and ensure that the development of a product is highly focused towards demand. Market research creates benchmarks and helps you measure your progress – Unless you measure you may not be able to gauge how well your business is performing. Early research may highlight glaring holes in your service or short falls in your product, regular market research will show if improvements are being made and, if positive, will help motivate a team.

Martin Day is a Director of Survey Galaxy a web site that allows anyone to create, design and publish online surveys. For more information please visit



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