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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!

What Market Research Will Tell You

By Martin Day

What can you learn from having conducting effective market research? Know your customers

- Market research will help you better understand your customers in a number of ways including demographic information such as their age, gender and geographic spread. The better you know your customer the easier it to target your marketing and fine tune your product or service.

Who are your existing customers and where do they live? Who are your potential customers and where do they live?

Know your competition - Market Research will help you measure your service compared to others. What are the strengths and weaknesses of your business and are you improving in the areas that customers demand?

Do you have the products or services that people want? Do you represent value for money? How does your business compare to that of your competitors?

Ease of doing business - Do your customers find it easy to deal with you and so they find what they want? Is there sufficient advice and assistance on hand?

Do you make it easy for your customers to buy? Are your employees properly trained? Marketing - Is your marketing reaching the right people and is the marketing message clear and effective. Which marketing channels should you focus on and which, if any, should you drop?

Is your marketing message understood? Does your marketing properly represent your brand? Do you advertise through the right channels? Are you reaching the right people?

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

www.surveygalaxy.com

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.

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.

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