



BOOMERWORKS
INSPIRING SELF-EMPLOYMENT

Primary Research 101: Surveying Your Target Customer

Zoom Rules

**You are automatically muted.
Please keep your mute on during the session.**

Ask your questions via the chat box.

**You can also “raise your hand”
through the Participants icon.**

We will do our best to answer all questions.



A Few Housekeeping Items



Video Recording

- This session will be recorded. If you would prefer that your likeness not be shown, please turn off your video.
- We will be using “Zoom Rooms” for our two breakout discussions, which will not be recorded. Please hit the **blue Join button** to enter the room.

Post-session materials

- The PowerPoint presentation will be available immediately after this session at boomerworks.org/past-meetup-materials.
- The video recording will be on our website and YouTube by the end of this week.

RECORDING NOW...



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Primary Research 101: Surveying Your Target Customer

About Ann Middleman

- Self-employed as a market research consultant since 2002
- 40+ years experience in market research field
- SCORE mentor specializing in helping small business start and grow



Why is market research important?



- If you don't do it, it's like driving at night without lights on a dark country road.
- Don't launch your business driving blind!
- Your business could die before it even gets started.



What objectives can you set for the research?



- To define your target audience
- To uncover unmet needs among your target
- To find out what your customers think and how they make purchase decisions
- To determine problems that your product or service can solve
- To find out about your competitors
- To help create a USP (unique selling proposition)



Today's Agenda: Your Market Research Toolkit



- Choosing a research method
- Primary Research methods
 - Choosing respondents (interviewees)
 - Asking the right questions
 - Choosing question formats
- Using the information you collect



Choosing a research method

- Secondary research—published studies, census data, industry data

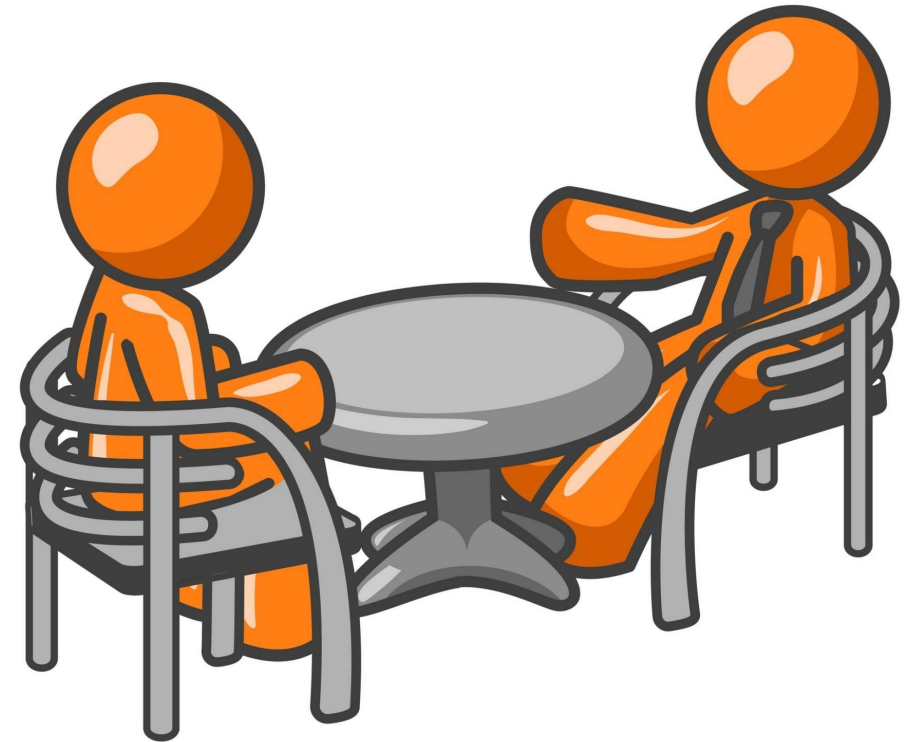
Watch BoomerWorks market research video:
boomerworks.org/market-research

- Primary research – Qualitative
 - Semi-structured interviews
 - Anecdotal research—experiences and perceptions
 - Group interviews
 - One-on-one interviews
- Primary research - Quantitative
 - Survey Monkey
 - Intercept surveys
 - Telephone surveys



Choosing respondents (interviewees)

- The people you interview must reflect the kinds of people (or businesses) in your target market
- That often means that you must screen prospective respondents from a larger list
- These lists are usually leased from a list broker or an online or telephone survey provider



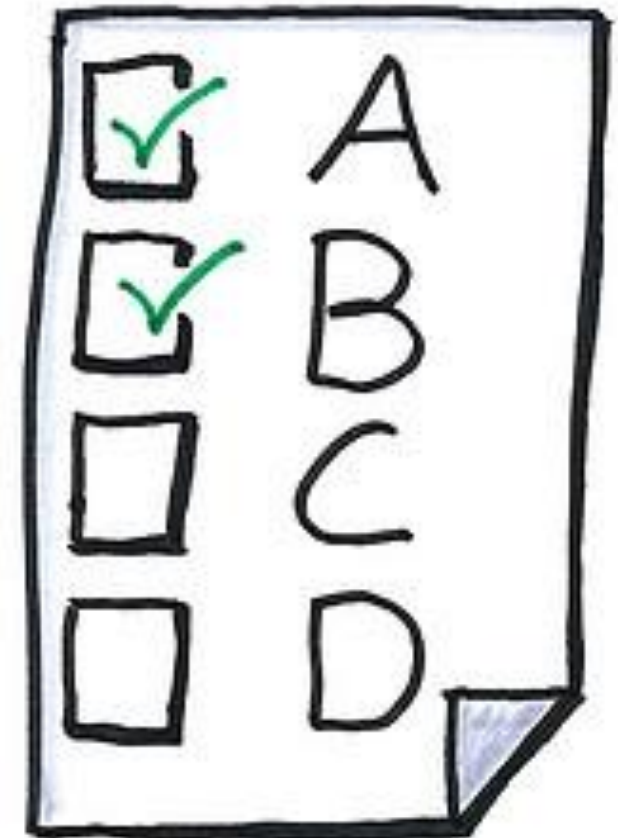
Asking the right questions

- Driven by your marketing strategy and survey objectives
 - What are the unmet needs?
 - How important are these gaps?
 - What motivates people to change brands/providers?
 - What messages resonate with the people you want as customers?
- Keep the language of your questions understandable
 - Avoid jargon (industry or company)
 - Don't make the questions too long
 - Make sure it will not be misinterpreted when it is read.



Choosing question formats

- Closed ended questions
 - Single choice: choose ONE answer from a list
 - Multiple choice: what brands have been purchased
 - Rating: a 5-point scale is most common with 5 being the best rating and 1 being the worst.
 - Ranking: choose in order of importance where the most important is 1.
- Open ended questions
 - Volunteered responses to questions requiring a “how” or “why” answer
 - Analyzing these kinds of questions can be tricky.



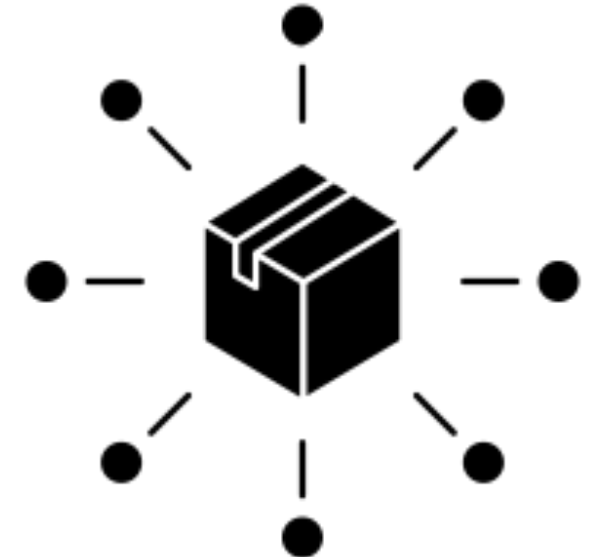
Sample questions

- How satisfied are you with the place [store/company/provider] where you currently get [product/service]? Very satisfied, somewhat satisfied, neutral, somewhat dissatisfied, very dissatisfied
- What would make you even more satisfied? [Open end]
- How would your buying/service experience be even better? [Open end]
- If there was a company that could provide [product/service] for less money, how likely would you be to try it? Very likely, somewhat likely, neutral, somewhat unlikely, very unlikely
- Here are some reasons that people choose a brand of [product/service]: please rank them in importance if YOU were buying that [product/service], with 1 being the most important.



Tips for a new kind of product/service

- Conducting a survey for a new kind of product/service can be tricky
 - People may not be able to imagine how this new product/service can make their lives easier or better.
- Create a product/service description that includes the features and (more importantly) benefits.
 - Keep the language understandable.
 - If you can show a picture, that is good too.
 - For businesspeople, you can use some technical language or industry jargon
 - Follow with a series of rating questions and open-ended questions to assess levels of interest.



Using the information you collect

- To make sure there is a need or desire for your product/service that people will pay for.
 - Qualitative or quantitative research
 - If qualitative, make sure you have more than just a few opinions, and urge the people to be candid.
 - Make sure that the people you are asking match the people in your target audience.
- To refine your offering
 - The attributes that differentiate you from competitors should be important enough to persuade people to try your brand
- To test how you want to articulate the benefits of your product/service



Case Study

- A law firm in Maine wanted to expand into the Boston market and to determine how best to position itself to *fill unmet needs in that marketplace*.
- We conducted one-on-one interviews with several of their clients and with 8 of their partners.
- We accessed secondary sources to determine which industries were growing in the region.
- We were able to identify their strengths and how they could leverage them in the region.



Breakout Discussion Questions

- Who do I want to talk to?
 - Secondary research can help
boomerworks.org/market-research
- What do I want to find out?
 - Competitors
 - Filling a gap in the market
- What primary research methods should I use?
 - Family and friends
 - 1:1 interviews
 - Focus group
 - Survey

First, let's start
with an example!



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