

Market Research & Promotion

While there are many ways to perform market research, most businesses use one or more of the following five basic methods: surveys, focus groups, personal interviews, observation, and field trials. The type of data you need will determine which approach(es) you choose to use.

KEY POINTS

Surveys

With concise and straightforward surveys, you can find out information about a sample who represent your target market. The larger the sample, the more reliable your results will be. There are different approaches to undertaking surveys:

a. Face-to-face interviews – usually done where there are a lot of people around such as a supermarket or shopping centre. They allow you to present people with sample of products, packaging or advertising and gather immediate feedback.

b. Online surveys – SurveyMonkey has made online surveys which you distribute via social media or email very simple and cheap. They also analyse all the data for you.

Focus groups

In focus groups, a facilitator uses a series of questions or topics to lead a discussion among a group of people. These sessions are usually recorded so the responses can be written up

afterwards. A focus group usually lasts one to two hours, and it takes at least three groups to get balanced results. This approach could be used in your school with your class. You could ask for a show of hands on a number of questions and then ask them to discuss your idea, branding etc. which you would find useful to hear perspectives on.

Personal interviews.

Like focus groups, personal interviews include unstructured, open-ended questions. They usually last for about an hour and are typically recorded. These can be useful to undertake with 'experts' or people who know a lot about the product / campaign you are developing.

Field trials.

Placing a new product in selected stores to test customer response under real-life selling conditions can help you make changes to your product, adjust prices, or improve packaging.

Promoting your Big Idea

There are all sorts of ways to promote your Big Idea. This is not an exhaustive list but provides some ideas for you to consider.

When deciding how to promote your idea, think about who you want to promote it to, who and where they are. What are the best ways to reach these people?

Always aim for the largest potential audience with least cost – it's easy to waste time and money on things that won't work for you.

- Posters and flyers (consider the effectiveness and sustainability!)
- Social media – Facebook, Twitter, YouTube, Instagram, via the Solutions for the Planet website
- School Intranet
- Local media – newspapers, radio or television
- Adverts in magazines
- Press release
- Producing a video to share online
- Host a launch events
- Attend a local community event and have a stall or do a presentation
- Email / Post
- Merchandise e.g. T-shirts, stickers etc
- Website creation
- Free trial or sampling (give away free products)
- Networking
- Presentations in school or other locations