**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes: Market Research**

**Warm Up:** Think “Mean Girls” … if you were to make 5 categories of students that attend your school, what would they be?

Choose one of your five categories and answer the following:

1. What makes these kids “tick”? What kind of people are they?
2. What kinds of hobbies do they have? What do they enjoy doing most?
3. What percentage of them make up your school?
4. Where do they live?
5. Where do they shop?
6. Where do they work? Hang out?
7. What do their parents do for a living?
8. Do they read/interact with your publications? Why or why not?
9. What kinds of social media outlets do they use?

You just defined a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

* A group of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that a business or organization needs to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in order to create a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ strategy to solicit their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ business

**Defining a Market Audience**

Why is this important? To know ...

1. How to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your audience
2. What kind of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to solicit for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in your publications
3. How to plan \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ so the audience cares
4. Which \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are essential
5. How to \_\_\_\_\_\_\_\_\_\_\_\_ your publications to your audience, especially yearbooks

How is this accomplished?

1. Surveys
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Members of the marketing team can go to the audience and verbally ask them about their preferences
   2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — The marketing team can solicit responses through Google Forms, Survey Monkey, email, or social media
   3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_— Paper copies of surveys can be distributed en masse in a large group setting and tallied later
2. Metrics
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_— Use Google Analytics or other types of metrics to determine which features are used most often and by whom

**Survey Construction**

Surveys are designed to discover …

1. \_\_\_\_\_\_\_\_\_\_ the audience is (demographics such as age, location, etc)
2. \_\_\_\_\_\_\_\_\_ the audience wants (likes, dislikes)
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the audience has (what is going right, what is going wrong)
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the audience has (what could be changed or improved)

Surveys should be …

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to complete
   1. Done in one seating in 5-15 minutes
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to answer with select-response questions
   1. Examples: multiple-choice, checkboxes, circle responses
3. As \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as possible (write questions carefully)
   1. Do not lead your audience to particular answers!
   2. Both open ended and specific
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to 1-2 pages
   1. No staples! Keep it simple.
5. Able to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_ words or less; need a point!

Process

1. \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ several drafts
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to a pilot/focus group for evaluation
3. \_\_\_\_\_\_\_\_\_\_\_\_ based on feedback
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to a sample size of the market audience (at least 10%)
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ results
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ trends
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a market audience profile
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a course of action for the business or organization
9. \_\_\_\_\_\_\_\_\_\_\_\_ the course of action
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the plan based on continued market audience feedback

**Working With Data**

Examine the results carefully

1. Tabulate responses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and determine what \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the market audience identified with each category and question presented
2. Draw conclusions that are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with data presented
3. Determine if any questions did not yield \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ results because of bias

Types of Bias

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — The way the question is written may lead to certain answers (leading questions)
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — A possible viewpoint or critical issue may have been ignored
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Early questions might influence the target audience’s responses to later questions
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Give target audience only extreme possibilities for their answers and ignore ambiguity

Follow-Up

* Consider constructing a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to go deeper into specific issues raised by audience responses
* Avoid being \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and only looking for results that support your pre-survey \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; make decisions based on what the data \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Use data to determine next steps for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ strategies