How to Make Your Market Research Work

by Belinda Summers

Article published on May 10th 2012 | Marketing

As an entrepreneur, we need to earn from what we offer, right? To do that, we need to make our customers buy. But how can we make our customers buy if they do not want to buy what we offer them in the first place? You need to know what exactly will convince them to do business with you. For that, you will need to get good B2B leads. And how will you do that? By conducting a marketing survey. After all, you will need the information about these business prospects if you want to understand what makes them buy. You just need to do it right.

1.Identify your survey targets â€“ remember, you are conducting a survey so that you can figure out how to best reach out to the main decision-makers. What you say or offer to them will depend on just how accurate the information that you will get from your market research is. That is why it is important that you choose yours subjects well. Knowing exactly what your prospects need practically solves half of your sales concerns. All that's left for you to do is to work on the business information that you are able to obtain.

2.Choose your medium â€“ when conducting a marketing survey, you need to choose the most ideal communication medium to use. This will determine whether you can get more sales leads or not. Aside from that, the prospects and subjects you wish to contact have different preferences of being contacted. For some, they might prefer e-mails, others like telemarketing, while there are still those who opt to be invited to business events or talks. You just need to choose the best way to communicate.

3.Ask the right questions â€“ in order to maximize the business data that you can glean from your surveys, you need to ask the right questions. Opt for more open-ended questions; let your subjects speak more freely. The information you glean from your talks will reveal business data that you can use to improve yourself. Just take note to thank them after the interview.

4.Look at the demographics â€“ concentrate on what demographics you should cover in your surveys. Knowing who could be your potential B2B leads can be a great help in determining how to reach out to them. Different age groups and genders have different tastes, values, and preferences when someone wants to conduct a survey about them. You have to craft your means of communicating with them based on what you know will best grab their attention.

5.Testing the materials â€“ ask trusted colleagues, friends, and even family members to review your survey materials for clarity and appropriateness. See to it that the questions themselves are free from bias or suggestions that can skew the results of your survey. Try doing a dry run with someone. From there, you can figure out if you need to make more improvements or change the handling of the survey.

How successful your marketing survey will depend on how you manage the campaign itself. Still, if you follow the instructions, then you will not be lost.

Article Source:
http://www.articleside.com/marketing-articles/how-to-make-your-market-research-work.htm - Article Side

Belinda Summers - About Author:
Belinda Summers is a professional telemarketer and appointment setter with extensive experience in generating a qualified b2b sales leads for businesses through telemarketing. Learn more by visiting a http://www.callboxinc.com

Article Keywords:
marketing survey, market research, B2B leads, sales leads, telemarketing

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!