

# Analysis of the current situation

Marketing Plan DIY  
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Chapter 1 out of 4  
Sources of  
Information

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## 1.8 Sources of information

### Marketing research & your business

The term “marketing research” is often very distant from the day-to-day business operations, but it should NOT be the case. Worthy information does not have to cost money, but can save money, time and often personal distress.

As already recommended, talking to potential or existing clients can lead to better understand your marketing arena : **Direct competition, USP's-ESP's** (unique selling propositions) and **positioning** (perceptions).

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Marketing research & your business

‘Small talk’ with a client has a research-oriented terminology:  
It represents **primary, qualitative & field** research.

**Primary** data is a direct, first-hand grasp of information:  
*observing your customers behavior...* **Secondary** data is  
any existing “on-the-shelf” source: *national statistics...*

**Q?** **Qualitative** research includes open questions seeking to  
gather explicative random data: *focus group...*

**y ?** **Quantitative** research includes systematic closed question  
with quantifiable properties and their relationships: *survey...*



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Marketing research & your business

**Field** research takes place as close as possible to the real setup of the sampled interviewees: *ethnographic observation* - watching women selecting a shampoo in a pharmacy.

**Desk** research is more technical and distant and that's why more communicative tools are used: *omnibus survey* - a low cost quantitative survey in which data on a wide variety of subjects is collected during a phone interview.

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Marketing research & your business

Valuable **online** information does NOT have to cost money!

- Use **online business databases** in public libraries
- Join or create a **group** to discuss your market
- Make use of **online free survey** Internet sites





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