



Customer Insights – Everything you wanted to Know About your Business but were Afraid to Ask

Bronwyn White
PO Box 1669
Potts Point 2011
Mob: 0408 22 57 66
Tel: (02) 9356 2326

Customer Insights – Everything You Wanted to Know About Your Customer But were Afraid to Ask.

Have you found that everyone is talking about market research, you know what it is in theory, but you can't quite understand how it can be worked into your business and the bottom line? Market research and insights is an area that can at times be daunting, confusing and down right complicated – that's why we have disguised it in our workshop name! The reality is that we must take notice of the market in which we operate and where our business comes from in light of the ever changing needs of customers. This workshop will help you understand how market research can provide a platform for your successful business and lead to increased revenue. It assists participants to look at various parts of their business that they may not have yet considered. We look at taking notice of research not only directly related to your industry, but also consumer and market trends that could affect your future. We tell you where market research is available for free and for those with a little money for market research, what to spend it on.

This workshop takes a more practical approach. The focus will be on integrating important information into your business planning with various case studies to demonstrate how research can be used e.g. where to place your advertising.

Topics covered

- The power of market research
- Today's dynamic markets and a world of constant changes
- Methodologies – Qualitative/Quantitative
- Primary versus secondary research
- Incorporating market research in your marketing planning
- Target markets and market trends
- Customer profiling
- Customer satisfaction
- Information is empowering: communicating knowledge through your business and staff
- Writing a research brief
- Research and marketing communications. A practical approach

Outcomes

- This workshop will give participants a basic but practical introduction to the principles of market research and consumer insights.
- Participants will realise the importance and power of market research
- They will take away a practical knowledge of how to integrate market research through their business
- They will be given access to various points of resource that can be used in an effective and cost efficient manner

Speaker notes

- Speaker notes will be supplied for participants

Note

Please be advised that this workshop can be adapted to suit your individual business needs and objectives.