



SELECT THE RIGHT RESEARCHER

Following are useful guidelines when selecting a research partner:

1. Find exceptional researchers. The results of the research drive the success of your branding and marketing strategy at every level. Research is the front end of your entire marketing process. Exceptional information in, exceptional results out.
2. Find researchers who understand the strategic *and* the tactical. Often researchers who have held line management positions are adept at understanding how to ask questions that matter. They also understand implementation.
3. Insist on senior people. They have the knowledge and experience to interpret complex findings and translate them into meaningful results.
4. Find research firms that play well with others. Look for win-win-win philosophies. The best researchers collaborate with marketing staff and outsourced providers. They eschew turf battles.
5. Look for research firms with broad, deep connections. For example, knowing which recruiting firm is most closely connected to particular types of audiences helps you to more easily gain access to the respondents whose insights you need.

Of course, budget is a critical element in the equation. By and large, research firms will attempt to work with you to meet your budget. And it is almost always better to do something than nothing.

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About Strategic Marketing Solutions

Led by Deb Siegle, a marketing professional with more than 25 years of experience, Strategic Marketing Solutions is a consulting practice that specializes in building effective marketing and customer loyalty programs and experiences. Strategic Marketing Solutions focuses on delivering pragmatic, actionable results. The practice undertakes the following types of projects:

- Market research (qualitative and quantitative)
- Competitive assessments
- Feasibility studies
- Training
- Meeting facilitation
- Customer loyalty drivers, programs & experience
- Seminars, programs, conferences
- Develop and launch products and services
- Branding and messaging