

Conducting Market Research with Big Results on a Small Budget



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Market Research

- What is Market Research
- Why Conduct Market Research
- When to Conduct Market research
- The Role of Market Research in the Strategic/Marketing Planning Process
- The Role of Market Research in the Budgeting Process

On-going Measurement

- The need for on-going measurement
 - Secondary Research
 - Primary research
 - Types of research
 - Competitor Analysis
 - Monitoring External Factors-Market Dynamics
 - Marketing/Advertising Effectiveness
 - Benchmarking
 - Developing Performance Measures
 - Surveys - Phone/VS/E-mail/Intercept/Mail



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