



# ONLINE TOOLS EVERYONE NEEDS FOR A SUCCESSFUL 21ST CENTURY MARKET RESEARCH

Entrepreneurship & Innovation Hub

▶ The future of every business is being digital

Internet giants:

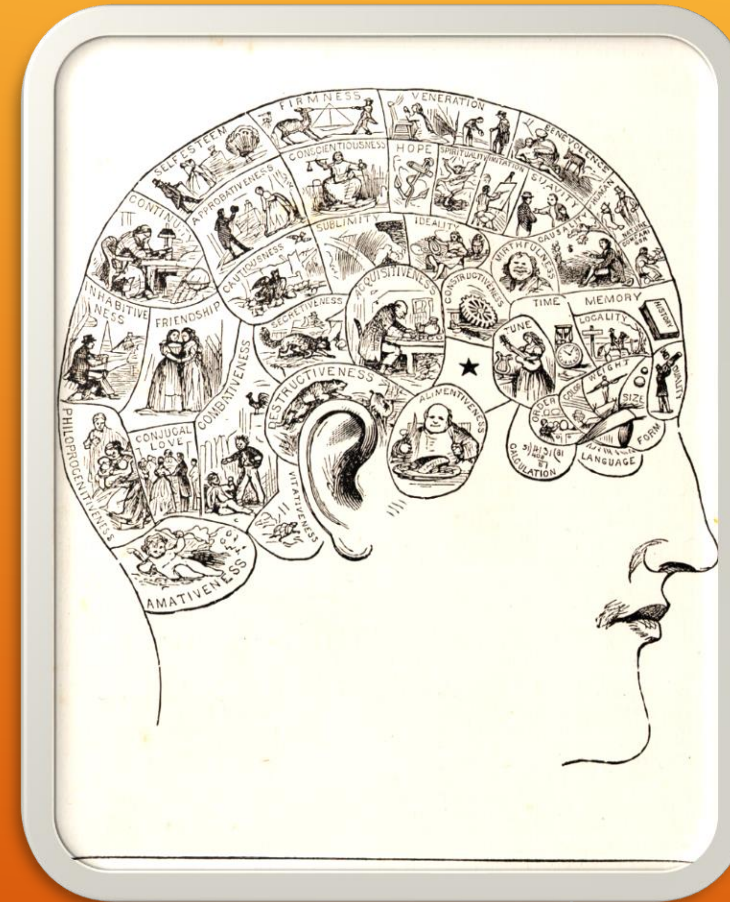
- Google
- Amazon
- iTunes

DATA IS THE MOST VALUABLE  
COMMODITY NOW!

# What's in my customers' head?

## MARKET RESEARCH

- ▶ To identify new customers
- ▶ To understand existing customers
- ▶ To study market viability
- ▶ To develop suitable strategies
- ▶ To identify new business opportunities
- ▶ To examine and solve your business problems



Doing market research help you define your:

MARKETING

PRODUCT  
P

PRICE  
P

PLACE  
P

PROMOTION  
P

+ Positioning

4 P(S) OF MARKETING + 1

Market research provides detailed insights into the competitors, understand customers' pain points & preferences, latest market trends, consumer buying patterns, economic shifts, and demographics. That's why smart entrepreneurs never underestimate market research and leverage it to create effective strategies.

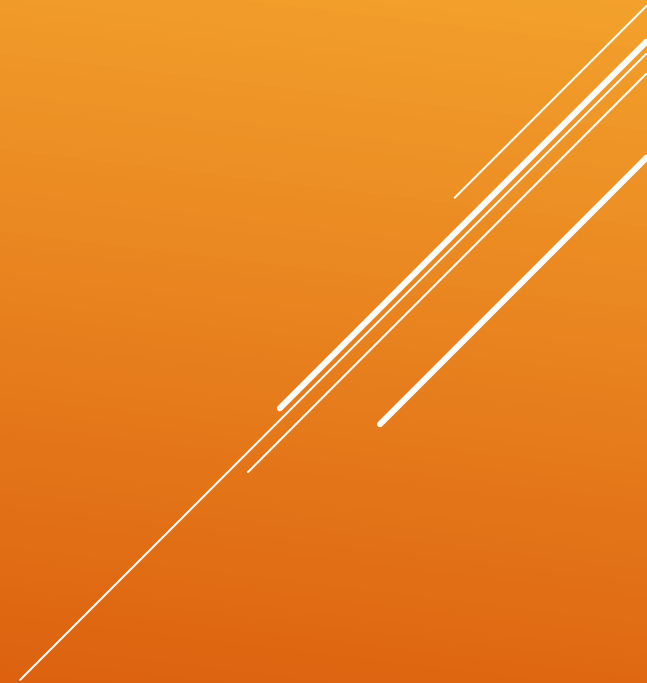
- ▶ There are two types of research:
  - ▶ Secondary research
  - ▶ Primary research

## ONLINE TOOLS TO DO RESEARCH

*Secondary research* is a type of research that has already been compiled, gathered, organized and published by others. It includes reports and studies by government agencies, trade associations or other businesses in your industry. For small businesses with limited budgets, most research is typically secondary, because it can be obtained faster and more affordably than primary research.

A lot of secondary research is available right on the Web, simply by entering key words and phrases for the type of information you're looking for. You can also obtain secondary research by reading articles in magazines, trade journals and industry publications, by visiting a reference library, and by contacting industry associations or trade organizations.

## SECONDARY RESEARCH



**Primary research** is research you conduct yourself (or hire someone to do for you.) It involves going directly to a source – usually customers and prospective customers in your target market – to ask questions and gather information. Examples of primary research are:

- *Interviews (telephone or face-to-face)*
- *Surveys (online or mail)*
- *Questionnaires (online or mail)*
- *Focus groups*
- *Visits to competitors' locations*

When you conduct primary research, you're typically gathering two basic kinds of information:

**Qualitative:** This research is general and open-ended, and typically involves lengthy interviews with an individual or small group.

**Quantitative:** This research is more precise, and is used to solve a problem identified in exploratory research. It involves more structured, formal interviews.

Primary research usually costs more and often takes longer to conduct than secondary research, but it gives conclusive results

# PRIMARY RESEARCH



# ONLINE TOOLS TO DO MARKET RESEARCH

- ▶ Government websites
  - ▶ ABS (Australian Bureau of Statistics)
  - ▶ Profile ID (Find your community profile)
  - ▶ AusTrade
  - ▶ Council and city websites
  - ▶ Departments (Feds & state) websites
  - ▶ Libraries
- ▶ Non-government websites:
  - ▶ IBIS World
  - ▶ McCrindle
  - ▶ Universities
  - ▶ Private research organisations
  - ▶ Trade Magazines & Publications



- ▶ Survey & Questionnaires can be developed online using:
  - ▶ Google forms
  - ▶ Google Survey
  - ▶ Facebook Survey
  - ▶ Survey Monkey
  - ▶ Type Form
  - ▶ Survey Planet
  - ▶ Survey Gizmo



7 AWESOME Google Search Tricks You Should Be Using For Market Research

# ONLINE TOOLS TO DO RESEARCH

Use **web analytics** to get a better understanding of your website and even your competitors using:

- ▶ Google Analytics
- ▶ Facebook analytics
- ▶ Twitter analytics
- ▶ Crazy Egg
- ▶ Clicktale

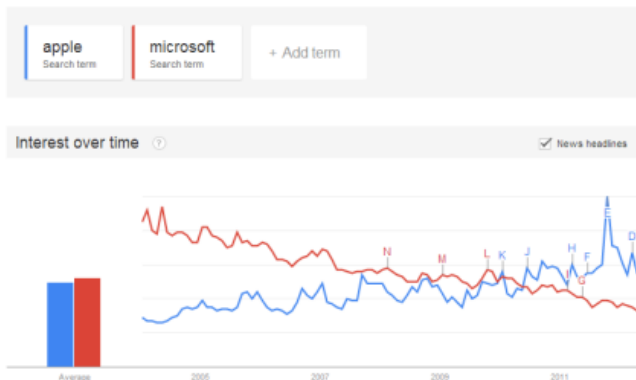


- **Audience Data**
  - number of visits, number of unique visitors
  - new vs. returning visitor ratio
  - what country they are from
  - what browser or device they are on (desktop vs. mobile)
- **Audience Behavior**
  - common landing pages
  - common exit page
  - frequently visited pages
  - length of time spent per visit
  - number of pages per visit
  - bounce rate
- **Campaign Data**
  - which campaigns drove the most traffic
  - which websites referred the most traffic
  - which keyword searches resulted in a visit
  - campaign medium breakdown, such as email vs. social media

# ONLINE TOOLS TO DO RESEARCH



Worldwide - 2004 - present - All categories - Web Search -



## ▶ Google trends

Google Trends is a website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages. The website uses graphs to compare the search volume of different queries over time

# ONLINE TOOLS TO DO RESEARCH



- ▶ Google Alerts

Google Alerts is a content change detection and notification service, offered by the search engine company Google. The service sends emails to the user when it finds new results—such as web pages, newspaper articles, blogs, or scientific research—that match the user's search term.

# ONLINE TOOLS TO DO RESEARCH

▶ Google Search Console

This is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. Confirm that Google can find and crawl your site.

Fix indexing problems and request re-indexing of new or updated content.

ONLINE TOOLS  
TO DO  
RESEARCH

Google Search Console

The logo for BuzzSumo, featuring the word "BuzzSumo" in a bold, white, sans-serif font. The letter "o" at the end of "Sumo" is replaced by a white Wi-Fi signal icon consisting of three curved lines of increasing size to the right. The logo is centered on a solid blue rectangular background.

**BuzzSumo**

► BuzzSumo

This is a research and monitoring tool. The functionality is broken down as follows: Find content that is most shared on social media channels – you can enter your own domain or another domain and see what has been shared socially.

ONLINE TOOLS TO DO  
RESEARCH

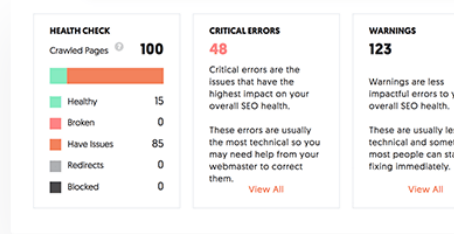
# SEO Analyzer

If you're struggling to get more visitors to your site, the answer might just lie in this **FREE** report

[ANALYZE WEBSITE](#)

## SEO Analysis

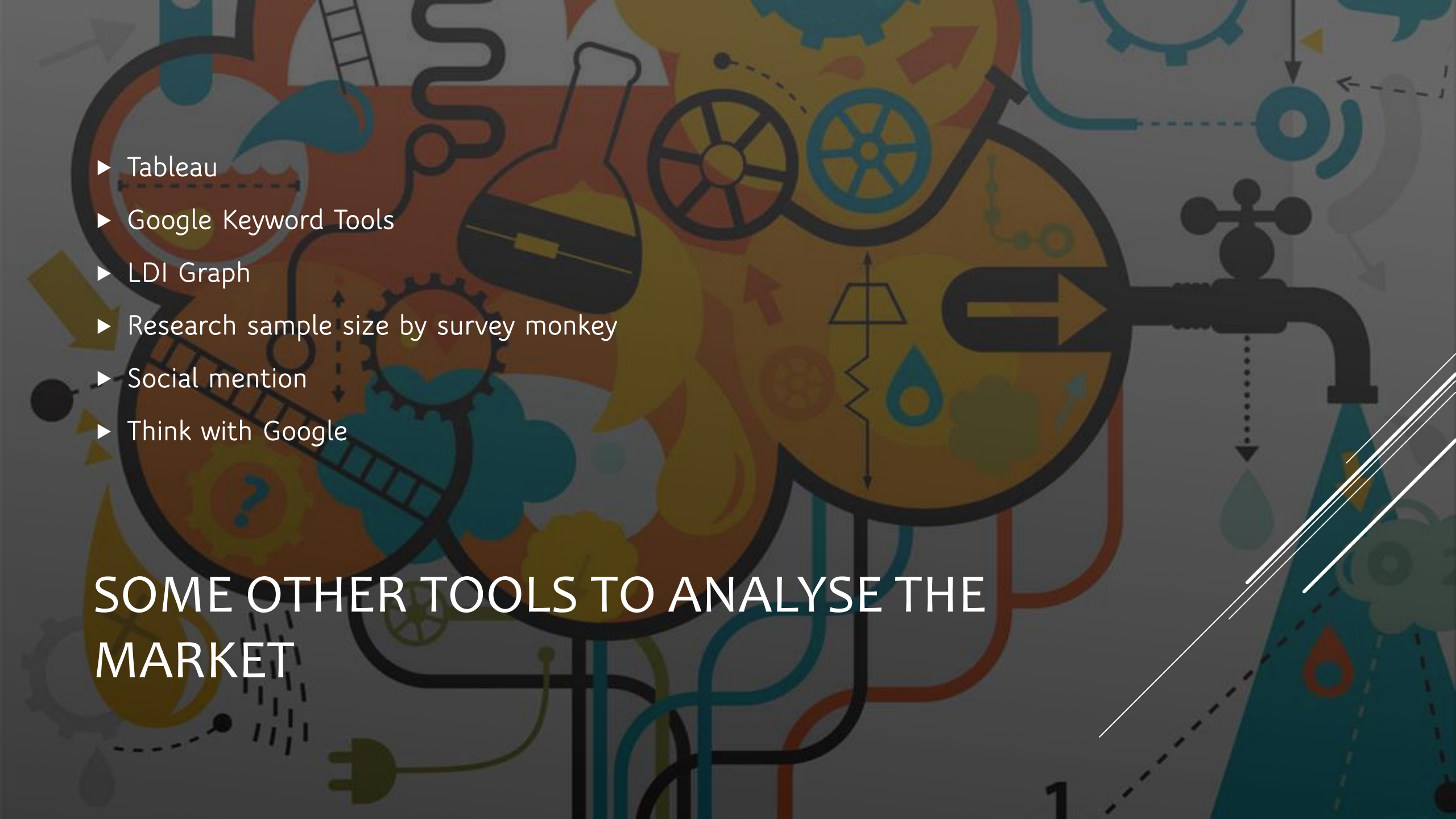
If you want more search traffic, all you have to do is follow the website analysis report. It will point out all of the SEO errors you need to fix in order to increase your rankings.



## ONLINE TOOLS TO DO RESEARCH

### ► [Neil Patel](#)

Great tools to check yours & your competitor's SEO, keywords, website performance, backlinks, and many more.

- 
- ▶ Tableau
  - ▶ Google Keyword Tools
  - ▶ LDI Graph
  - ▶ Research sample size by survey monkey
  - ▶ Social mention
  - ▶ Think with Google

## SOME OTHER TOOLS TO ANALYSE THE MARKET



- ▶ Where to look for Online reviews
  - ▶ Product review
  - ▶ Google review
  - ▶ Facebook pages
  - ▶ Choice magazine
  - ▶ Specific industry rating platforms

ONLINE REVIEWS ARE GREAT TOOLS TO DO  
YOUR MARKET AND COMPETITORS RESEARCH

Thanks for participating.

Entrepreneurship and Innovation Hub

REFLECT AND COMMENTS: