


Optimizing Your Research Efforts

The dollars you spend on market research are valuable – we want to make sure we are doing everything we can to use those dollars to effectively make decisions that drive your business forward. Below are some techniques we have used with clients, both before and after the research execution, to elevate the effort and make your insights more valuable and actionable.

Pre research: Foundation


Post research: Activation



Audit

Internal stakeholders can have valuable perspective and input. **Add a Phase 1 to your research** that includes in-depth interviews or focus groups with key stakeholders to:

- Gain an in-depth understanding of current processes
- Highlight internal issues/concerns
- Identify internal hypotheses
- Fully vet and uncover crucial topics for the research




Crowdsource

It is critical to get buy in from all key stakeholders, often across multiple departments, or the research may be questioned on the backend.

Execute a stakeholder focus group or online bulletin board discussion where each party can provide input on the questionnaire or discussion guide. This is an efficient and thorough way to make sure all voices are heard.



Research Execution



Illuminate

Research will be more likely to be put into action if brought to life for key stakeholders.

Conduct an illumination workshop to make the research “real.” Examples include:

- Use actors to play personas from a segmentation
- Moderate a cultivated focus group (targeting the key findings from the completed qual) live in front of an audience of stakeholders.



Ideate

When research is conducted to generate or refine concepts gathering feedback is just the first step – converting that feedback into actionable offerings is critical.

Facilitate an ideation workshop with groups of stakeholders.

These leverage the research findings and involve prework, organized brainstorming activities, and idea refinement exercises that allow decision-makers to move forward.