

A woman with dark, wavy hair is standing in a grocery store aisle. She is wearing a light-colored, textured sweater and is looking down at a black smartphone in her right hand. In her left hand, she is holding a jar of orange jam with a blue lid. The background shows shelves stocked with various products, slightly out of focus.

5 GREAT TIMES TO DO MARKET RESEARCH



You're in the dark.

It's scary.

You can't see your own hands. Let alone think about who's going to buy this new brand. Marketing without research is like being locked in a closet – with no light, and no way out.

Break free.

Mary, your ideal consumer, is waiting right outside the door.

She's here now, turning the knob, and pulling on the door. With a smile, and a steaming hot cup of coffee, she points to a table to sit down at. You sink into the chair across from her – and relief seeps in, as she starts to share exactly what she's looking for.

This is real.

Your research opens a door to the voice of customers. With it, you can explore what buyers want, test before you invest, and increase sales as you adjust your approach.

Use research if you...

1. Have a new product or service.
2. Are about to enter a new market.
3. Want to reach a new kind of buyer.
4. Need to know a consumer's in-store journey.

Or, let's say you...

1. Have a new product or service.

Raise your hand if you remember New Coke 🙋.

It was a flop. Coke tried to beat the [Pepsi Challenge](#), but failed to talk to buyers. Long story short, millions were lost, and the brand name was hurt in the process. They recovered, of course, but it took time.

Don't do that.

It's easy to avoid. Test your concepts before you go live. Talk to people taking actions you want to study. Send a Point of Emotion® survey to get their opinions, while they're fresh on their minds. And there you go. Now, you have the data you need to build your marketing strategy.

It's really that simple.





2. Are about to enter a new market.

Let's say it's lunchtime.

You're a well-known [pizza chain](#). And, you want to target lunch buyers. It's a new market. So, you'd like to hear from consumers first, to see if they order pizza at lunch.

Good thing –because they don't.

That's right, 76% don't opt for dine-in at lunch. And, if you'd invested in marketing, you would have lost a lot of money.

That's not what you want.

So, if you need to know the future, do the research. Get a sneak peek at the competition. And, get intel on the opportunity. At the same time.

All it takes is a survey with real consumers in real time.

You've got this.

3. Want a new buyer.

You know buyers like the back of your hand.

Hey, wait... that spot wasn't there yesterday...!

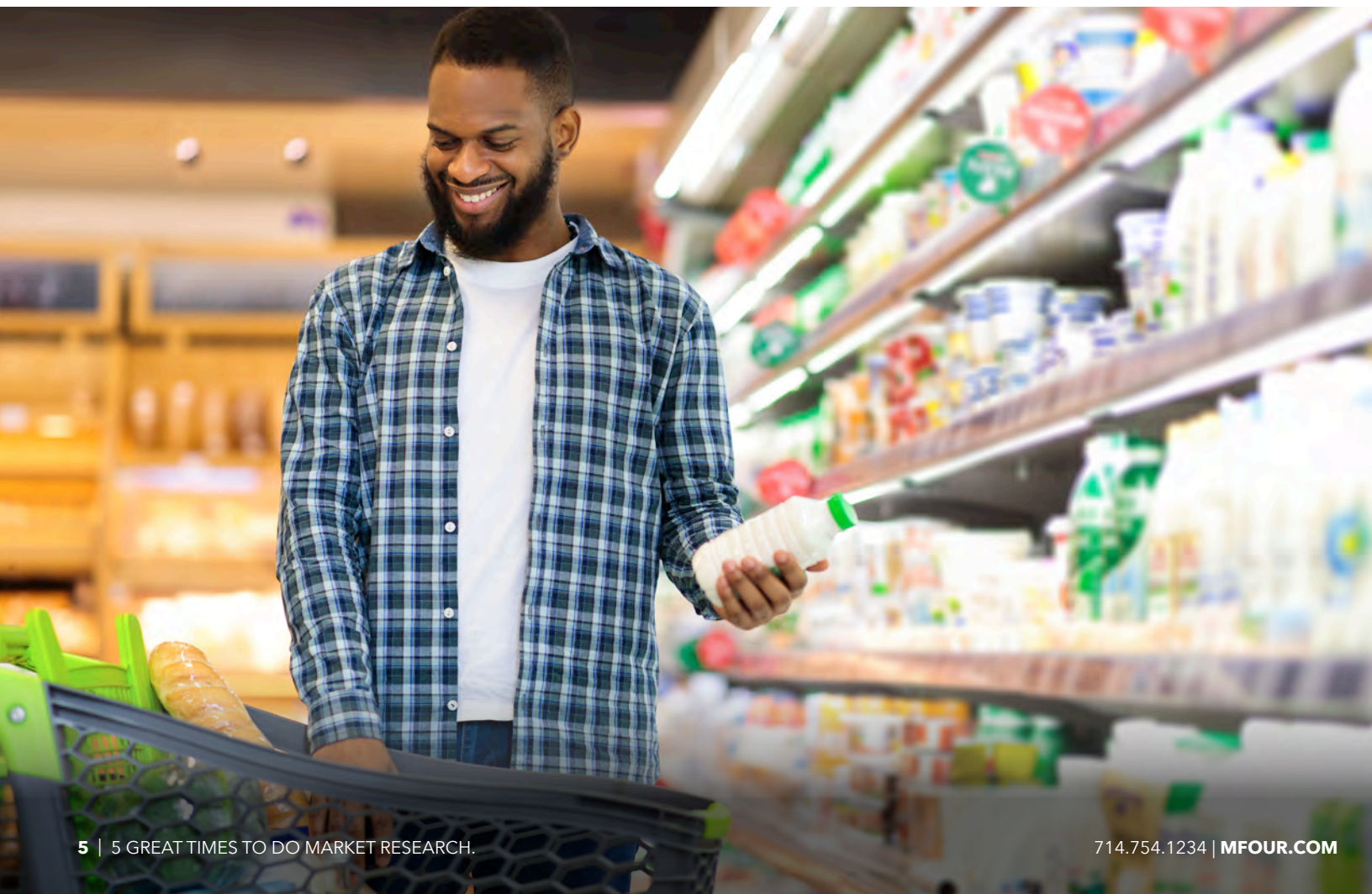
Or, maybe you don't.

Because new buyers have different wants and needs. Knowing them – intimately – is the only way to speak their language. It's how you convince them to buy your brand. And, it's where a survey comes in.

You survey new buyers to hear their pain points, talk about their goals, and get their unfiltered feedback.

That's how you'll define the strategy you need.

And, once you have it, you'll be able to market to them more effectively.





4. Need the in-store journey.

Buyers are liars.

They say what you want to hear. We call it bias. And, it's why you don't wait 48 hours to survey about their trip to a location.

You catch them in the heat of the moment – to ask why, just as they leave.

It's an exit survey.

And, it's triggered as they leave the store. So, you can hear about their path to purchase, while it's still top of mind.

Don't let them forget.

Talk to buyers at the store, in the checkout, or as they leave the location.

5. Need the online journey.

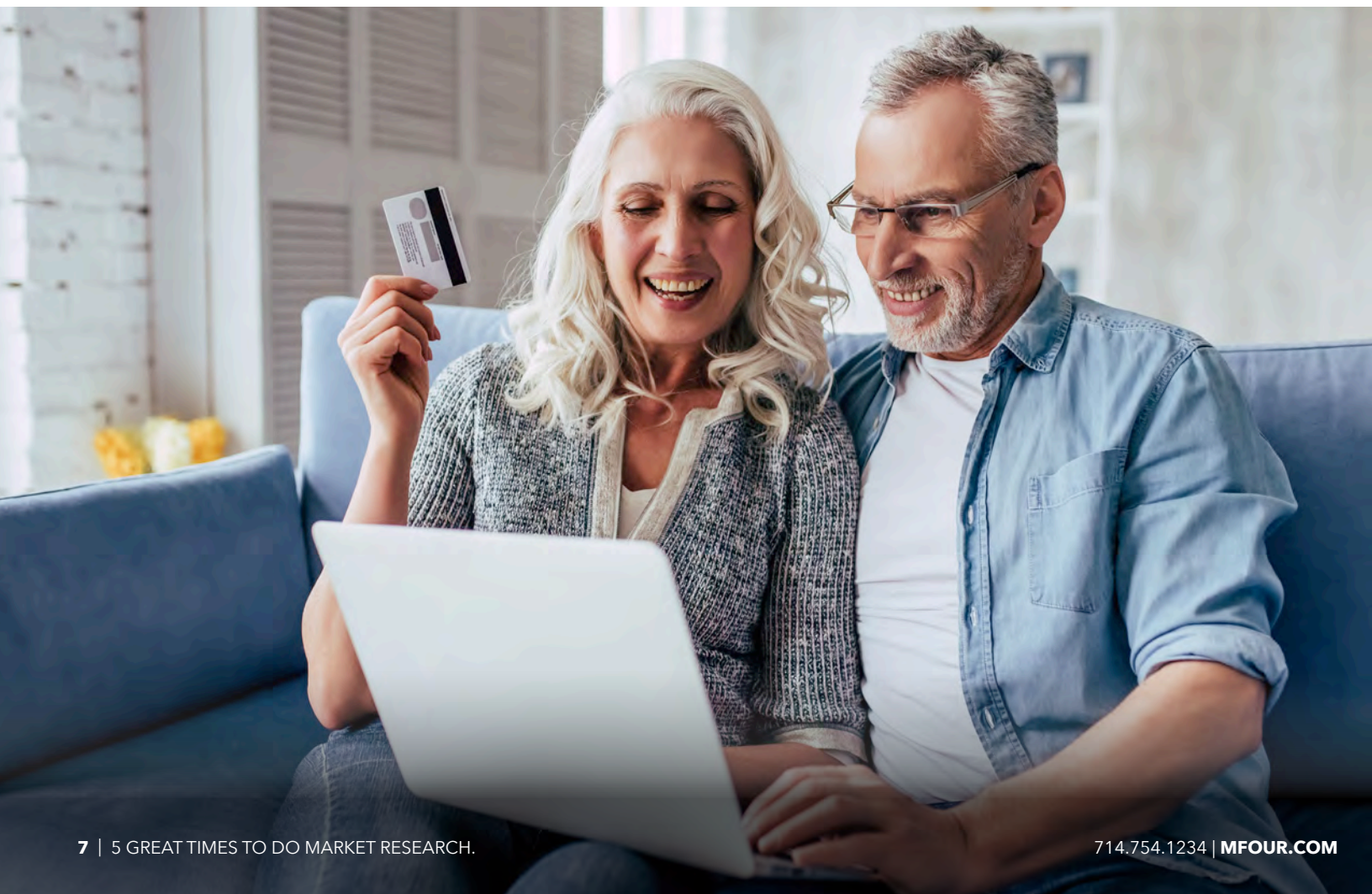
eCommerce.

In 2020, eCommerce hit [27% of retail sales](#) – more than 10 years of growth. So, chances are, you're curious about it. Maybe you need to know how much consumers are shopping in-store versus online.

Find out.

Use an app + web survey. It's triggered when shoppers leave an app or website. So, you can listen to what they have to say about their eCommerce experience.

Ask what they think as they leave an app or site.





Talk to your buyers, right now.

We looked at 5 times to research.

And, there are millions more. Whether you're working on something new – or are already in-market – it's never too late.

That's the best way to find out what buyers want, and to tweak what you're doing to increase sales. Need help?

We're here for you.

CONTACT US

Email us: solutions@mfour.com

Call us: **714.754.1234**