



THE MARKETING EXEC'S GUIDE TO RESEARCH IN 2021.

You're a champ.

Yes, you.

I see you.

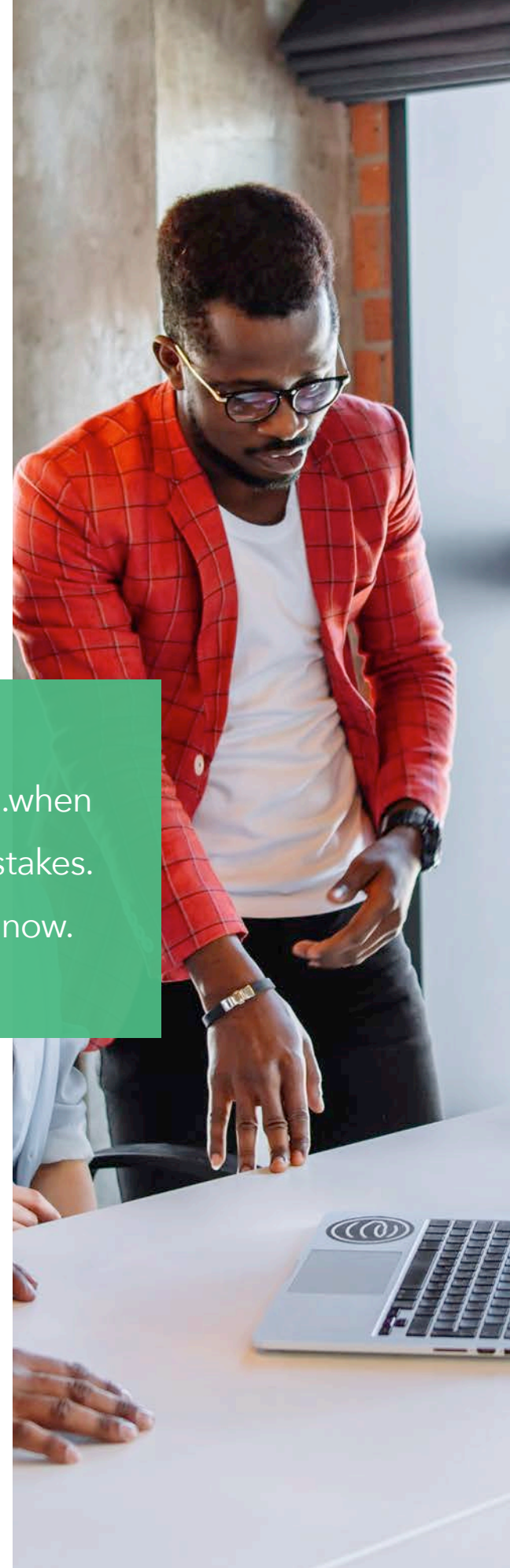
As a marketing exec, you're a copywriter, graphic designer, media planner, and professional coffee drinker – is that a thing?

If not, it definitely should be...

Point is – you rock.

That's a lot for one person. You don't do slow...when it comes to research. And, you can't afford mistakes. So, you need accurate data – and you need it now.

Smile, it's all in this guide.



Where to invest.

You've got a fixed budget, we all do.

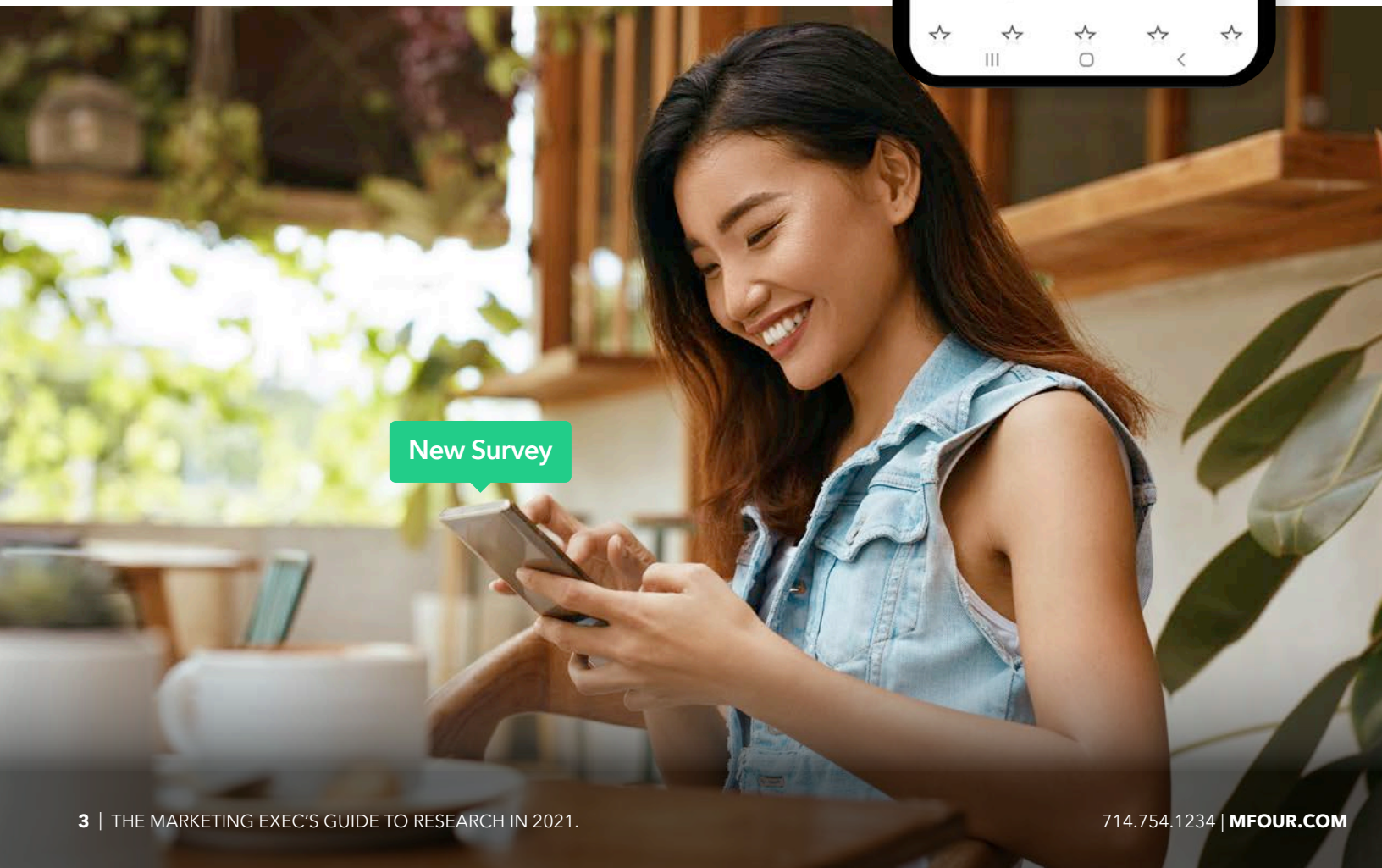
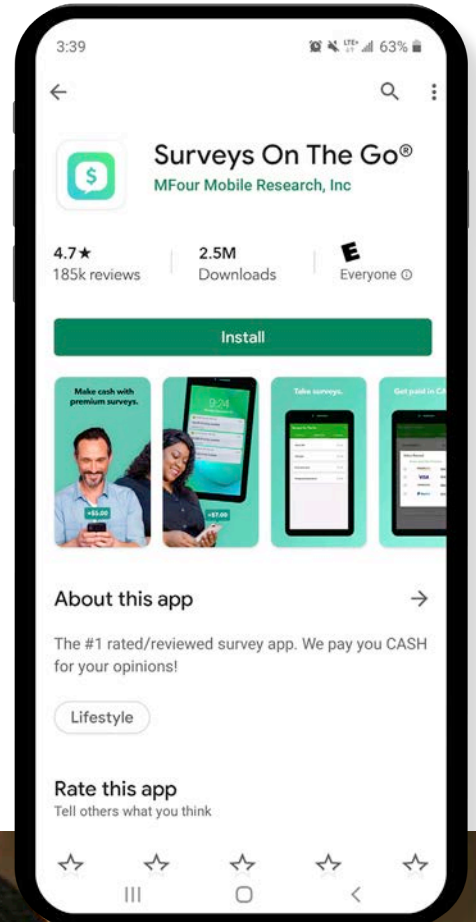
So, spend it wisely.

Focus on first-party data. It's the most important investment you can make and defines every action you take. Don't spend millions, without reaching real buyers, first.

Yikes.

That would be bad. Connect to the right consumers. Hear straight from people who went to the store, visited the app, or looked at the product you're studying. 🤔

Your first-party data is invaluable.



How to collect data.

This is important.

Accurate data must be collected at the right time.

If you send a survey three weeks after a sale happens, are you really getting valuable insights?

No, it's too late.

You're not top of mind anymore. Buyers are impulsive. So, study them in the moment – when they've just chosen your brand. Now's your chance...hear what made them pick your product.

This is where the pearls come from. Everything else is an empty oyster shell.

Your real-time surveys are priceless.



What to capture.

You need a complete picture.

In-store + online.

Your data should be omnichannel. That's always been easier in-store. You send a survey as someone leaves, and now your data is in the moment.

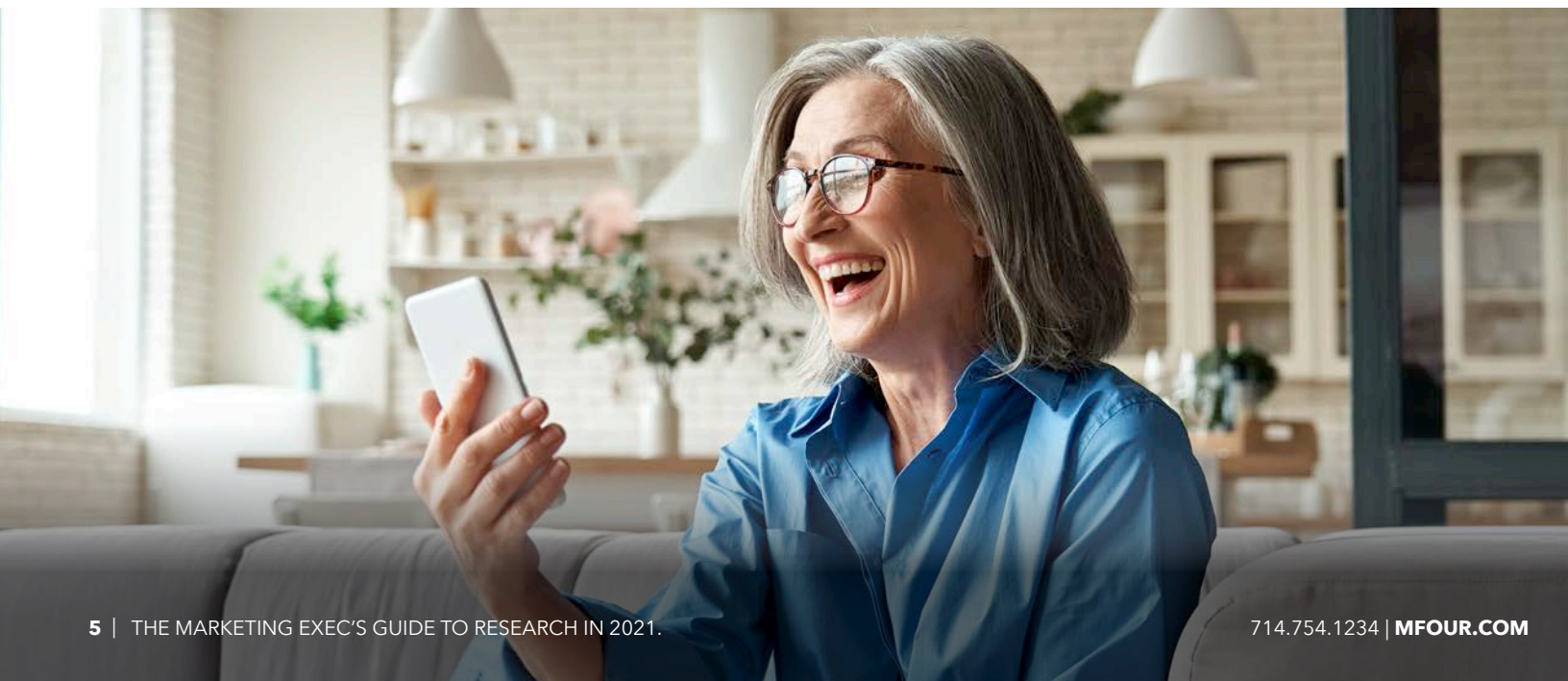
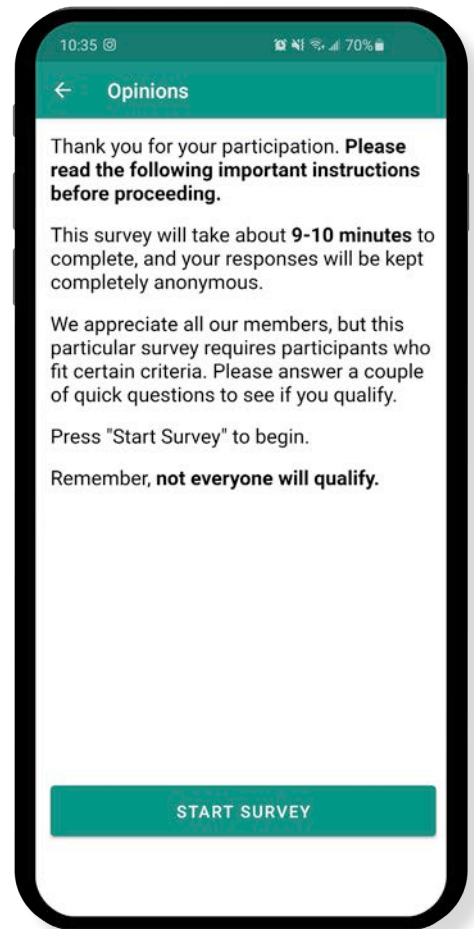
Online works the same way.

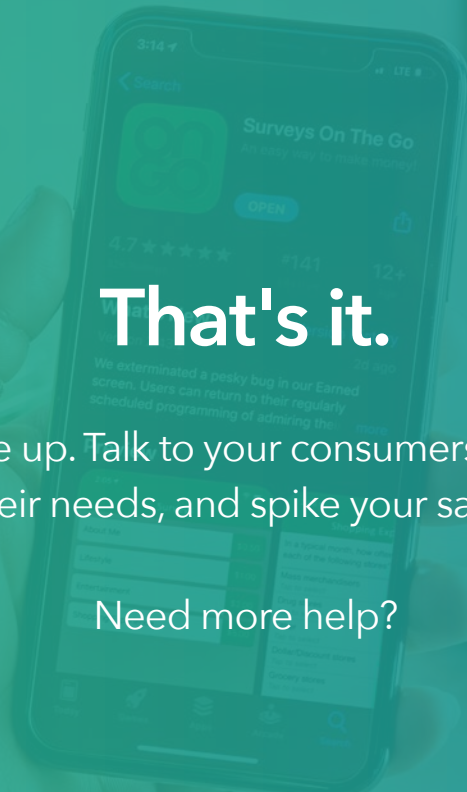
You survey as someone leaves an app or website. It's real-time too. You just need an app to do it. One connected to the nation's largest consumer panel. That way, you can ping panelists as they take the actions you want to study.

It's simple.

And, with eCommerce up 41%, it's also the best way to get a complete picture of your consumers. So, this is your opportunity. Find out what buyers think of your app and website. Then, use it to guide online marketing. Use it to guide your online marketing strategy.

Your online data is a treasure trove.





That's it.

You're up. Talk to your consumers, meet their needs, and spike your sales.

Need more help?

CONTACT US

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