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COMMUNICATIONS, INC.

10 Things to Know About Research to Make Your Marketing Better

July 21, 2020

Tech Assist: 800-553-8878

Upcoming Webinar

Power Up Your CMS

August 4, 2020 at 12:30 p.m. CDT

Presented by Kelly O'Brien & Lin Larson

https://www.stamats.com/webinars

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Comprehensive digital, brand, market research and creative company

stamats · BUILDINGS · THORBURN · meetings TODAY · audativ · interiors+sources

- Data and Research
- Brand Strategy
- Websites
- Brand Creative
- Digital Strategy
- Social Media

- Content Marketing
- Demand Generation
- Audience Management
- Planning and Paid Media

Your Presenters

Bob Sevier
Senior Vice President

Nadine Brock
Research Director

Stamats Market Research

Insights That Fuel Action

30+ years market research

Subject Matter Experts

Quality B2B Database

100+ higher education clients

20+ commercial building brands

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Webinar Objectives

Key Takeaways

- Our goal is to make you informed managers and consumers of market research
- We will look at:
  - Key terms
  - Key considerations and planning
  - Common use scenarios

Why Do Market Research?

Data-driven decisions

- Without data it is only an opinion

- Numerical fluency is critical for today's marketing leader

- It is not about measuring output (how busy your department is) but outcomes (how effective you are)

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When To Use Research?

Use market research to define, refine, and measure KPIs

When To

- You are making large investments in a project, initiative

- You cannot afford to be wrong

- When the marketplace is changing (i.e., the pandemic has changed decisions)

- You are new or working in a new area

- You have new leadership

When Not To

- When leadership is not supportive of change or leadership is changing (i.e., president is retiring, new leader has not been named)

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First Four Things To Know

Backbone of all research

- What is the question you want answered?

- Who has the answer?

- What is the best/most appropriate way to reach them?

- What decision or action are you going to take with the results?

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Strategic Brief

One page from team lead

- Research statement—state the question

- Dig up your background information or existing data to see what's missing (i.e., past research, CRM data, data analytics, informal hypotheses)

- If providing to an external vendor, why now?

- Audience description—directs sample selection

- Timing—when do we need results? When can the audience best be reached?

- Tools, resources needed, written concepts, design concepts, video, ads—directs tool selection

- Team assignments (point person, team)

Project Strategic Brief

Goal
Ultimately, the information gathered in these interviews will identify product category messages that can be developed to increase the attractiveness of XYZ products and services among commercial property developers, owners and facility managers. The actual copy, platform or message statements would be developed by the editorial staff of agency/department.

Three main explorations are included in these interviews:
– Identify decision making process and persons involved in selecting product category
– Identify key decision-making factors involved in the process
– Understand satisfaction with current provider of produce/service
– Understand tenant/occupant concerns in product category now

Audience Definition
- Commercial property developers, managers, owners and facility managers who manage at least more than 2 commercial properties and more than 500,000 square feet of space
- Sample accessed through BUILDINGS database using screener criteria; client database of up to 100 records will also be supplied
- Up to 20 interviews desired either as single interviews or small group discussions online
- Timeline for results: End of July
- Invitations to survey are blind, sponsor revealed during interview
- $100 Amazon e-gift card incentive included in the invitation and paid to all participants who complete the interview. Stamats handles distribution.

Outcomes
The results will direct an update of the current sales collateral, website messages, and social media message platform to the decision-makers at larger commercial building properties.
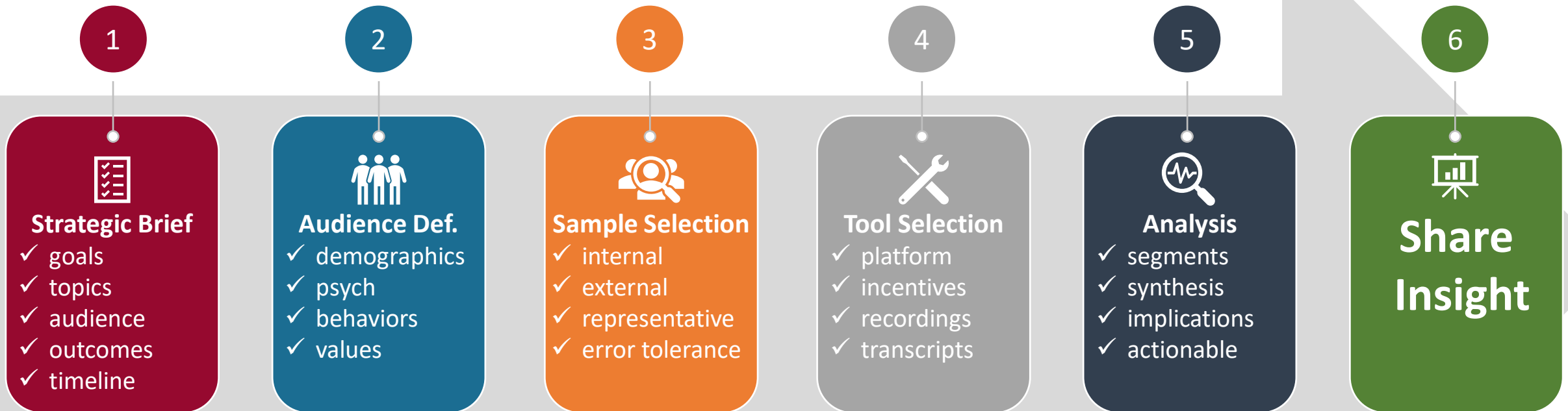
Decision Making Team
Sample provided by sales support team from Salesforce database by _____ DATE.

Questions provided by Marketing team by _____ DATE.

Outreach/Interviews conducted by _____ DATE.

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Market Research Process

Important steps for the primary research project

1 **Strategic Brief**
- ✓ goals
- ✓ topics
- ✓ audience
- ✓ outcomes
- ✓ timeline

2 **Audience Def.**
- ✓ demographics
- ✓ psych
- ✓ behaviors
- ✓ values

3 **Sample Selection**
- ✓ internal
- ✓ external
- ✓ representative
- ✓ error tolerance

4 **Tool Selection**
- ✓ platform
- ✓ incentives
- ✓ recordings
- ✓ transcripts

5 **Analysis**
- ✓ segments
- ✓ synthesis
- ✓ implications
- ✓ actionable

6 **Share Insight**

*Secondary research has a different process determined by structure of the existing database or study

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Key Terms and Considerations

Key Terms To Know - 1

Social science research terminology

- **Primary research:** Research you gather for a specific study—firsthand collection of new data

- **Secondary research:** Using existing data from another study or database to inform your decisions

- **CAUTION:** A mistake many marketers make is to try to save money or time by overapplying existing secondary research

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Key Terms to Know - 2

Social science research terminology

Qualitative

In-depth interviews, focus groups, online communities, ethnographies, journey mapping, website usability tests, mystery shopper
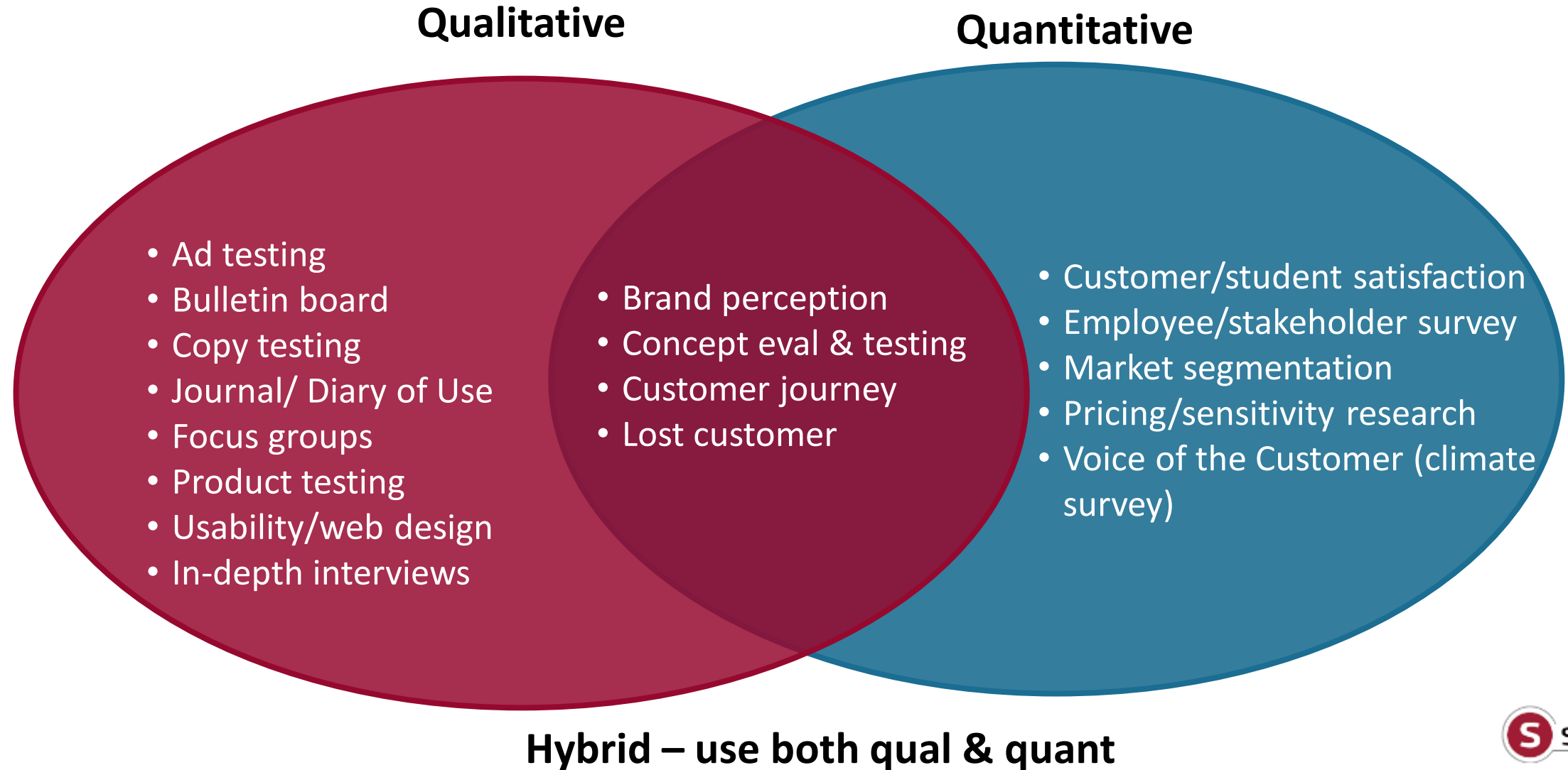
Quantitative

Web surveys, website intercepts, online panels, conjoint based modeling techniques

Secondary

Academic demand assessments, labor data analytics, digital analytics, client database mining, IPEDS, Census

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Primary Research Use Scenarios

Qualitative

Quantitative

- Ad testing
- Bulletin board
- Copy testing
- Journal/ Diary of Use
- Focus groups
- Product testing
- Usability/web design
- In-depth interviews

- Brand perception
- Concept eval & testing
- Customer journey
- Lost customer

- Customer/student satisfaction
- Employee/stakeholder survey
- Market segmentation
- Pricing/sensitivity research
- Voice of the Customer (climate survey)

Hybrid – use both qual & quant

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Key Terms To Know - 3

Social science research terminology

Population: (sometimes called "the universe")

- The larger pool of people at whom the study is directed and from whom you want to draw conclusions

- People who select or specify commercial flooring, are likely to attend an event, or are planning to renovate or build a commercial property in the next 12 months

Sample:

- A representative sub-set of the population from whom you will collect data

CRITICAL:

- Define your desired sample or audience in demographic, behavioral, and geographic terms so you are including those who can best answer the questions and exclude those who do not qualify

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Key Terms To Know - 4

Social science research terminology

- **Representative:**
  - A sample is representative of the larger population when it <u>accurately reflects the characteristics</u> of the larger group

- **Projectable:**
  - The results of a study are projectable or generalized to the larger population when they are based on a correctly drawn sample and the study is properly designed and executed

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Key Term - Sample (Research Participants)

Who's got your sample? That depends...

- Enrollment/customer/client database

- Proprietary databases

- Social media outreach

- Recruit from an existing effort (i.e., event, ongoing study, etc.)

- Third-party sample providers (panels)

- Email database purchase–BUT BEWARE! (SPAM, GDPR, FERPA, California Data Privacy Act, consent)

- **Sample prices are dependent upon audience incidence in the population**

interiors+sources

BUILDINGS SMARTER FACILITY MANAGEMENT

meetings TODAY PEOPLE + PLACES

innovate MR

Ipsos

dynata

Toluna

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Key Fact - Incentives

- Incentives increase attention
- Boosts participation
- Improve show rates

- Sweepstakes to enter a drawing
- Summary report after survey completed
- Cash is best
- Pay per completed survey
- Consumer guideline: **$20-$30 per 30 minutes of research activities**
- B2B audience: **$50 per 30 minutes but can be well above that!**

Key Fact - Mobile is Mandatory

A large portion of your audience will be on a mobile device

- Your invitation and collection method must be mobile friendly

- Consider collecting mobile numbers from audience so you can text them an invitation to the survey or interview

- Younger age groups prefer text communication
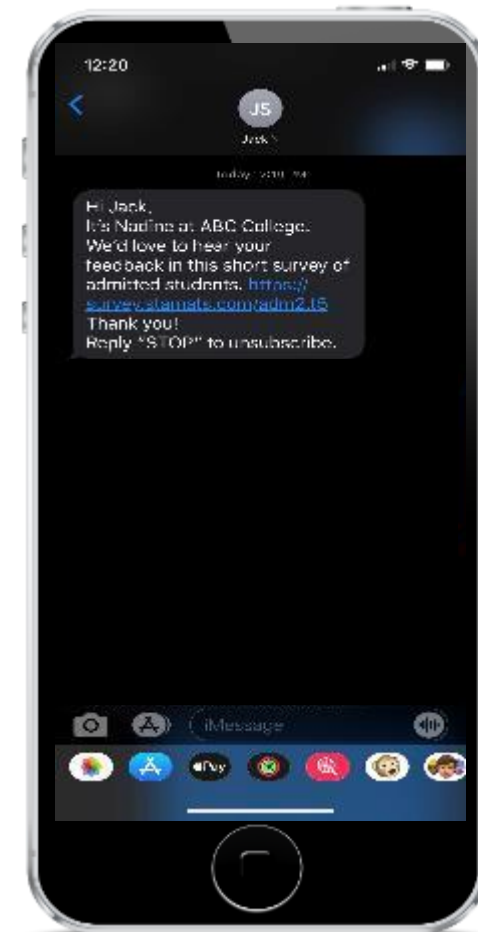
Common Use Scenarios

Use Scenarios

- The research question for many of Stamats clients in any industry: "How can our brand, our message strategy create more leads, conversions, and retain customers?"
  - Pre- and post-campaign brand measurement – look for improved KPI
  - Brand assessment – longitudinal study – solidified brand understanding
  - Brand study to inform new creative – improve retention and consideration
  - Marketing collateral test – improve effectiveness among key prospects
  - Buyer – Specifier Product Category Study – three cases
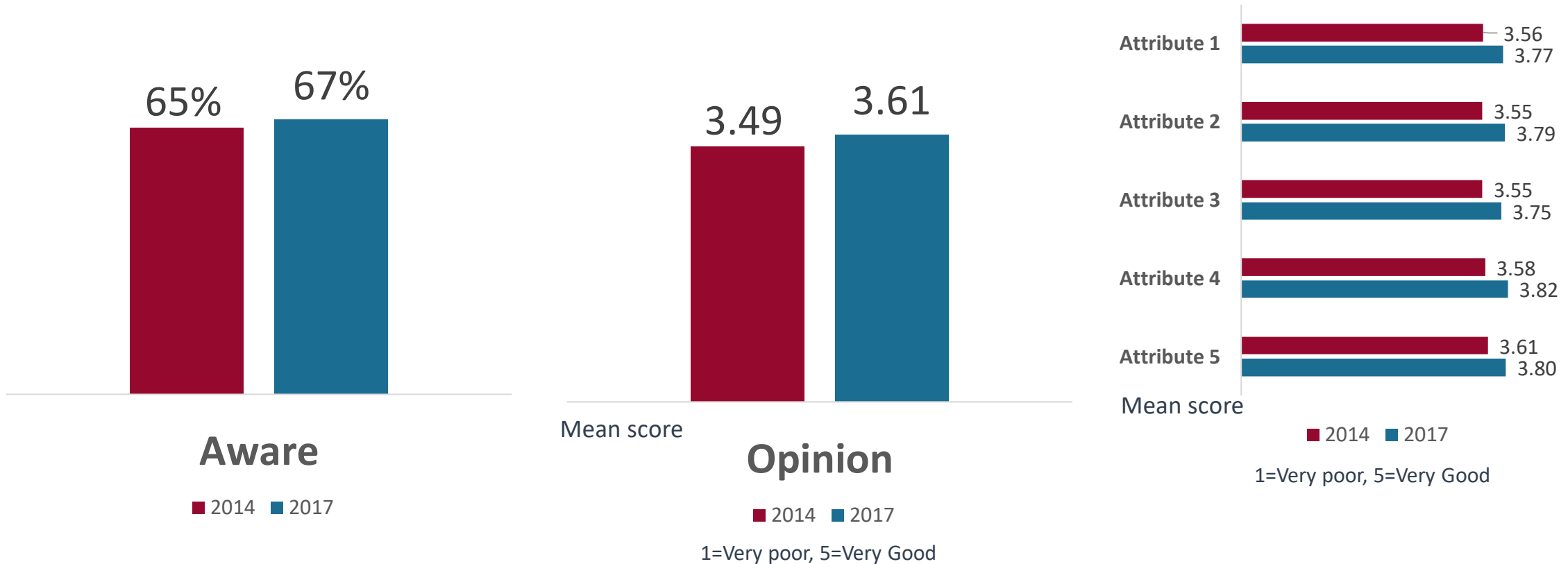 - Destination Market Study – key message refinement

Brand Assessment

1. **Brand awareness.** What percent of people in your marketplace are aware of your brand? (unaided, aided brand awareness)

2. **Brand penetration.** What percent of the market uses your brand?

3. **Brand perception.** What do people think of your brand?

4. **Brand loyalty.** Are you retaining customers?

5. **Brand advocacy**. Do your customers recommend your brand?

6. **Brand positioning.** What is the best way to differentiate your brand from others in the consumer's mind?

7. **Brand value.** How much are people willing to pay for an experience with your brand over another?

Pre and Post Campaign Brand Measurement
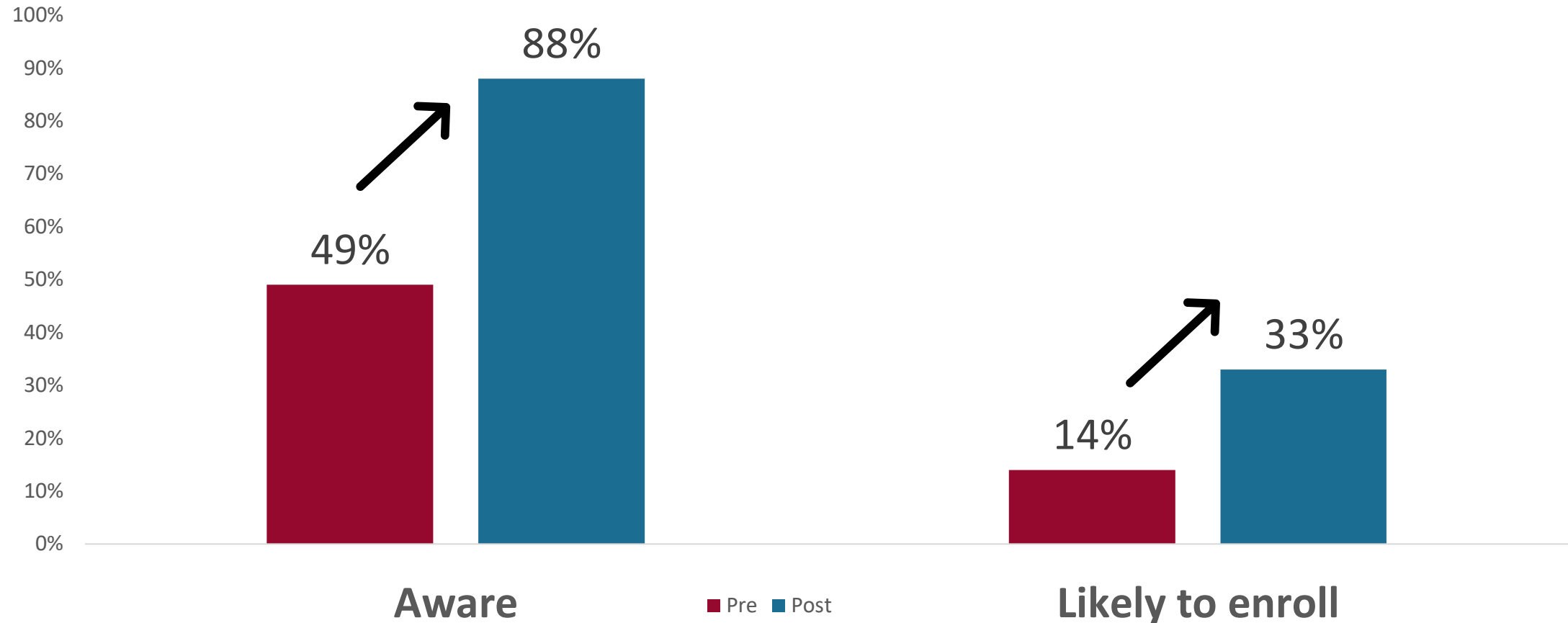
Higher education institution brand: audience with prospective students – results gave the university confidence to invest in a larger marketing spend and resulted in strong enrollment growth.

Brand Advertising Tracking – Every 3 Years

Aware
- 2014: 65%
- 2017: 67%

Opinion (Mean score)
- 2014: 3.49
- 2017: 3.61

1=Very poor, 5=Very Good

	2014	2017
Attribute 1	3.56	3.77
Attribute 2	3.55	3.79
Attribute 3	3.55	3.75
Attribute 4	3.58	3.82
Attribute 5	3.61	3.80

Mean score

1=Very poor, 5=Very Good

Higher education institution brand; n=1,200 national study with prospective students; awareness and overall opinion remained unchanged, but 5 key brand attributes significantly improved – university's continued marketing spend solidified the brand's value in a crowded, highly competitive adult learner marketplace.

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Brand Study to Inform New Creative

Phoenix Union High School District – Brand Discovery Research

- 20+ focus groups with students, teachers, parents, stakeholders
- 21 schools in the district participated via in-person or web-enabled
- Web survey using multimode approach
  - Strengths
  - Points of distinction
  - Opportunities
- KPI: Retention was the goal

Multi-Mode Outreach Overcame Obstacles

Example during difficult time

- The desired target audience was 80% Hispanic, first generation, with high penetration of immigrant families with historically low participation rate

- Social media posts on FB, LI, and Twitter

- Text messages with the survey link sent to parents

- Bilingual survey

- **8 separate audiences; 5,000+ interviews; 13% response rate—during Arizona teacher strike**

Marketing Collateral Evaluation by Audience

Interactive mark-up tool

Digital creative from university recruitment materials tested online to edit the copyrighting, tone, images, message, and creative approach – 42 persons, 7 focus groups in 5 days. Results provided the creative team a more focused message strategy and consistent approach for all materials (web, print, digital).

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Buyer Research

- You can learn:
  - The size of your potential customer base
  - How do your customers make their "buy" decision?
  - Who/what influences your customers?
  - What media channels do they prefer?
  - What unmet needs to they have?

Buyer - Specifier Research in Product Category

Commercial Building Plumbing Brand

- Commercial buyers or specifiers of plumbing fixtures (building owners, interior designers, architects) were the target audience for this project

- Plumbing fixture manufacturer wanted to raise visibility of their brand to increase sales

- 22 in-depth interviews conducted; sample source was BUILDINGS or interiors+sources readers who fit the screener criteria

- Survey uncovered real decision makers in commercial plumbing projects, product selection attributes, marketing channel approaches, brand perception

Revised sales pitches, messages, marketing materials, content marketing, sales strategies
KPI: Needed to measure plumbing contractor outreach and conversion

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Buyer - Specifier Research in Product Category -2

Commercial Building Washroom Appliance

- Commercial buyers or specifiers of washroom appliances (paper towel, soap, toilet paper dispensers, and products)

- Manufacturer wants to find specific points of distinction versus major competitor

- 16 in-depth interviews conducted; sample source was BUILDINGS for property developers, owners, and managers—uncovered how contracts and decisions made within different use scenarios

- 100 web surveys completed (BUILDINGS sample) to quantify attitudes towards washroom appliances in commercial buildings

Revised sales pitches, messages, marketing materials, content marketing, sales strategies
KPI: needed to raise brand awareness and consideration among additional influencers

Buyer - Specifier Research in Product Category -3

Commercial Building Automation Systems

- Architects, designers, building engineers, building owners, facility managers, and property developers

- Marketing team at service provider wants to find the critical messages to promote among 48 possible copy statements

- Web survey with 225 screened target audience members and 10 in-depth interviews with key buyers

- Led to heightened focus on energy cost savings in messaging and allowed the marketing team to create differentiated messages for various buyer segments

Marketing team created 6 articles for distribution regarding the application to increase buyer knowledge
KPI: needed to raise awareness of system among key buyers with specific usage profiles

Product Category Studies – B2B

Survey content often includes:

1. Unaided top of mind awareness of your brand in your category; competitor mentions included

2. Aided brand awareness for your brand and select competitors

3. Overall perception or opinion of your brand and select competitors

4. Ratings of your brand on key decision-making criteria, like price, delivery, durability, design, etc.

5. Importance of key decision-making criteria for your category

6. Information sources used for your category

7. Segmentation of decision makers by vertical, type of building, size of organization, by region

Meeting Planners

Qualitative Exploration

- Meeting planners from across the country who represent association meeting planners, independents, corporate, incentive, and social, military, education, religious, and fraternal groups

- MEETINGS TODAY readers database used to recruit 14 key planners to online focus group discussions

- Destination marketing agency wanted to understand:
  - Attributes attached to destination
  - Criteria in selection process
  - Advantages and disadvantages of destination
  - Marketing channels used, events attended

Led to 3 main themes for promotion in marketing, adjusted marketing outreach strategy

Questions? Please reach out, happy to advise!
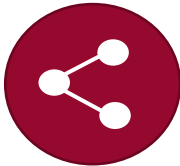
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twitter.com/stamats

Nadine Brock
(e) nadine.brock@stamats.com
(p) 319-861-5077

Bob Sevier
(e) bob.sevier@stamats.com
(p) 319-861-5100

Thank you.

Reach out if you have questions! Happy to advise!