



## Research IS Part of Marketing

For many marketing professionals, the realm of research is like prescription medication – out of sight, not desired until needed, taken under duress and expected to cure all ills. Research is ordered up to be conducted when absolutely necessary, such as when a major funder requires accountability, when forced by market changes, or, often, when a crisis erupts. Usually, after the fact, a one-time study is conducted to put out the immediate fire, but usually provides little understanding of strategic positioning or program effectiveness.

Companies spend thousands or more on marketing often with little or no factual market basis yet resist spending a fraction of that amount for quality information to help guide those resource intensive and possibly risky decisions.

When integrated into an overall marketing strategy, on-going “pre”search as we call proactive market intelligence, provides information to keep users current or even ahead of rapid market changes, and through program monitoring, offers up-to-date accountability that delivers timely and informed responses to requests.

Well designed market research offers numerous tangible and intangible benefits, including:

- Knowledge of current and anticipated market changes, allowing for program adjustments as needed
- Understanding of your product’s use, users and acceptability (satisfaction)
- Understanding of program effectiveness, allowing you to target resources
- Research brings credibility to your organization, complementing leadership
- Research sparks media interest and coverage
- Research brings stakeholders together and helps them focus on key issues and opportunities

LSC would be pleased to discuss how research can benefit your marketing program and fit into your budget!