

# Marketing Research Process – Tips for Beginners

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Did you ever wonder if it's worth trying out Internet marketing or not? Would it solve your financial problems? It can - if you're a persistent person. But no persistence will help you if you don't research your market first. What's the use of putting everything you've got into your new business only to later find that there's no profit in it? Don't play Russian roulette with your hard earned money. You can avoid all this by doing a little basic market research first. It's not hard and will cost you nothing.

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The basic marketing research process is a must-learn for every beginner. It need not be difficult and in-depth, but a simple market study that can help ensure success for your new business venture. What's the point of putting your heart and soul into something only to have it fail, when you can so easily ensure your own success?

Your research will involve studying your future customers – their likes and dislikes, their interests, hopes, fears and dreams. It's only when you can truly understand them that you can appeal to them in that special way that gets them to buy your product.

You will also need to identify who your audience will be – their culture, marital status, gender and age group. How else are you going to focus your marketing at them if you can't see them properly? Married couples for example, are concerned with home buying and may have a family to care for – here again is another market potential. Older folk are planning for retirement, and teenagers follow fashion trends and the latest technology. Each one of these will only respond to marketing that focuses specifically on them, their desires and language usage, and your website design needs to reflect these. Get to know your audience by visiting related blogs, chat rooms, and forums. Here you can study their conversations, language, desires and worries.

No marketing research process would be complete without noting changes in technology, fashion and trends. Is your intended niche a shrinking market? Are you going to sell a product that is becoming obsolete? You don't want to be left standing in an empty street selling CD players when everyone else has moved on to buying MP3 players.

## What Will The Marketing Research Process Do For You?

It will enable you to see clearly the earning potential of your new business. No engineer proceeds to design a bridge without first analyzing the local environment and its soil structures. It is this kind of study that prevents future disasters. You too, will benefit from market research and avoid financial disaster.

Done correctly, you can learn which products are best sellers and will be the most profitable for you. Not everyone searches the Internet seeking to buy. Many are looking for free information. They may be students researching a school project, or older folk wanting information on health matters. These people are not buyers, and you don't want to build a website whose visitors don't buy.

In addition to identifying high demand niche products, you will also learn of your competitors. You need to know their numbers, strengths and weaknesses, and your chances of survival alongside them.

## Free Resources To Help Your Research

A visit to your local bookshop and magazine stall will quickly show you what topics are popular. Note what books are displayed as best sellers - particularly How-to books as these show what it is that people are searching for help on and, are willing to pay good money for. These are the things people spend money on and therefore, the very things you should be selling. Take a look at the costly advertisements inside the magazines - they would not be there unless they're generating high profits. Here, the advertisers have done your market research for you, and their advertisements show what it is that's selling well.

Both amazon.com and magazines.com will also help identify best selling niche related topics. Again, here is where

people are buying and not merely looking for free information.

So don't shy away from the marketing research process. It's not hard, it will set your business on the road to success, and you will gain immensely from it for years to come.

#### Author BIO

Anyone can become successful online. Market research shows you which markets will be profitable and which to avoid. Visit [www.make-money-on-line.biz](http://www.make-money-on-line.biz) to learn more. For a handy tool to short-cut your competition analysis, visit [keyword-research](#)