

IN THE NEWS

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13 Cost-Effective Strategies for Marketing Research on a Budget



Phoenix

Small businesses often grapple with finding cost-effective market research strategies. To help

them, we've gathered thirteen insightful strategies from professionals, including market research data analysts and CEOs. From leveraging online surveys for research to tapping into your existing customer base, these experts share their best tips for making informed marketing decisions.

Leverage Online Surveys and Analyze Trends

Utilize SBDC for Research Assistance

Use the Power of Social Media and Reviews

Monitor Social Platforms and Newsletters

Incentivize Survey Participation

Define the Target Market and Leverage Tools

Track User Behavior With Google Analytics

Collect Feedback via Post-Purchase Surveys

Transform Raw Data With an AI Plugin

Conduct Guerrilla Research in Real-World Settings

Implement a Marketing Attribution Strategy

Conduct Short Surveys on LinkedIn

Tap into Your Existing Customer Base

Utilize SBDC for Research Assistance

Small businesses can leverage the expertise of the Small Business Development Center (SBDC) for no-cost market research assistance. The SBDC is in every U.S. state and territory and offers access to business experts, including marketing specialists. SBDC experts often have access to resources like university libraries and paid databases that can provide valuable market insights and interpretation of the data.

For example, MI SBDC consultants have access to industry-specific research at their desks. The Michigan SBDC also has a dedicated market research team to dive deep into traffic counts, local demographics, and potential customer lists. This includes social media and website SEO audits for clients at no cost.

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