



# UNLOCKING THE POTENTIAL OF RESEARCH FOR MARKETERS:

A Comprehensive Guide to Using Data-Driven Strategies for Content, Brand Positioning, and Product Development

In today's fast-paced and highly competitive business landscape, marketers can gain a competitive edge and drive success through the power of research and insights. This comprehensive guide explores how marketers can harness the full potential of research solutions to ➡ create compelling content, ➡ build strong brand identities, and ➡ launch products that resonate with target audiences. By leveraging research, you can make **data-driven decisions**, optimize content development and audience targeting, elevate brand positioning, and ensure successful product launches.





# LEVERAGING RESEARCH & INSIGHTS TO DEVELOP **CONTENT STRATEGIES**

With billions of content pieces created each year, developing content that stands out is crucial. Using research as a key component of your content marketing strategy allows you to create content your audience wants to see. It offers actionable insights on current content engagement, optimizes content performance, and facilitates effective audience targeting. By leveraging these tools, marketers can create more effective, data-driven content that boosts engagement and achieves their business goals.



NEED HELP FIGURING OUT WHERE TO START? KEEP READING TO EXPLORE  
RESEARCH TACTICS THAT WILL HELP YOU ELEVATE YOUR CONTENT →



## 1. UNDERSTAND YOUR AUDIENCE

QUALITATIVE

In-depth interviews and focus groups will gather insights into audience needs, preferences, and pain points, helping marketers tailor strategies to better meet customer demands and improve customer satisfaction.

QUANTITATIVE

Surveys can measure brand awareness, identify consumer preferences, and analyze market size, enabling marketers to track the effectiveness of their campaigns and make data-driven decisions to enhance brand visibility.

## 2. CREATE CONTENT THEY WANT

Focus groups, event attendees, or workshops can be leveraged to explore the types of content that engages and motivates, allowing marketers to create more compelling and relevant content that resonates with their target audience.

Understanding market share, pricing strategies, and product range analysis helps marketers determine positioning relative to competitors, uncover competitive advantages, and optimize pricing and product strategies to gain market share.

## 3. MEET THEM WHERE THEY ARE

Discussions with current customers can help identify the most effective platforms for content distribution, ensuring that marketers are using the right channels to reach their audience, maximizing engagement and ROI.

Surveys can validate the effectiveness of different positioning statements, ensuring alignment with customer expectations and market needs, helping marketers refine messaging to better align with customer perceptions and improve market positioning.

### NEXT STEPS:

NOW THAT YOU HAVE A STRONG UNDERSTANDING OF YOUR CONTENT PERFORMANCE, YOU CAN BEGIN TO CREATE CONTENT THAT RESONATES WITH YOUR AUDIENCE. SAVVY MARKETERS USE GENERATIVE AI TO CREATE ENGAGING CONTENT THAT RESONATES WITH THEIR TARGET AUDIENCE, SAVING TIME AND RESOURCES. TRY “BEST PRACTICES FOR USING GENERATIVE AI IN CONTENT MARKETING.” THIS COMPREHENSIVE GUIDE WILL EQUIP YOU WITH THE KNOWLEDGE AND STRATEGIES TO SEAMLESSLY INTEGRATE GENERATIVE AI THROUGHOUT YOUR ENTIRE CONTENT PRODUCTION CYCLE, FROM IDEATION TO OPTIMIZATION.

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# LEVERAGING RESEARCH & INSIGHTS TO DEVELOP **BRAND POSITIONING** **STRATEGY**

Elevating brand positioning is essential for marketers to differentiate themselves in a competitive market. To improve brand positioning, marketers can use research to develop strategies driven by insights that enhance visibility, create brand differentiation, foster customer loyalty, and achieve long-term success.



NEED HELP FIGURING OUT WHAT TYPE OF RESEARCH WORKS BEST TO HELP GET AN UNDERSTANDING OF YOUR BRAND POSITION IN THE MARKET? FLIP TO THE NEXT PAGE →



MARKET UNDERSTANDING

QUALITATIVE

Interviews and focus groups gather insights about customer perceptions, values, and brand experiences, helping tailor strategies to meet customer expectations and preferences.

QUANTITATIVE

Surveys measure brand awareness, identify customer preferences, and analyze market size, providing data to optimize marketing efforts and brand visibility.

COMPETITOR ANALYSIS

Ethnographic research helps to understand competitor strategies and customer loyalty, revealing competitor strengths and weaknesses and building customer loyalty drivers for strategic planning.

Analyze market share, pricing strategies, and product ranges to determine competitive positioning and inform your pricing and product strategies.

POSITIONING STRATEGY

Focus groups test positioning concepts and gather feedback on emotional appeal, refining your positioning based on emotional and psychological responses.

Surveys can validate positioning statements' alignment with customer expectations and needs, ensuring messaging resonates with target audience and market demands.

MESSAGE DEVELOPMENT

Focus groups help to understand a product's emotional appeal and gather feedback on features, potentially enhancing product features based on detailed insights.

Surveys can measure product acceptance and willingness to purchase, helping forecast sales and identify demographic preferences for targeted marketing.

CHANNEL STRATEGY

Interviews and focus groups help to refine marketing messages and understand resonating narratives, ensuring marketing messages are compelling.

Quantitative tests, such as A/B testing, on different marketing materials can determine the most effective approach for different market segments, guiding marketers to optimize their marketing materials for maximum impact. across various segments.

PERFORMANCE EVALUATION

Gather qualitative feedback post-launch to understand customer engagement and emotional connection with brand, improving brand strategies based on insights.

Measure KPIs such as brand recall, customer satisfaction, and market penetration to quantitatively assess the positioning strategy's success.

NEXT STEPS:

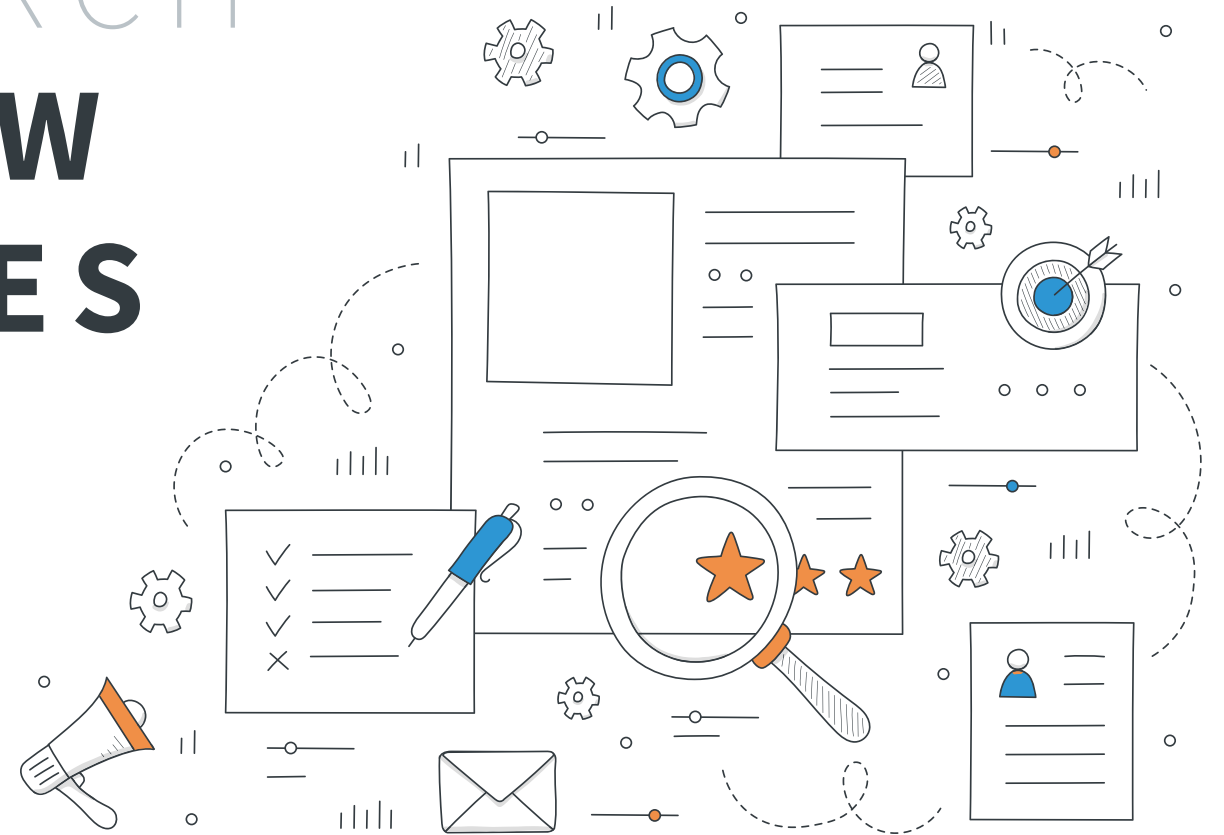
IN THE MOST RECENT B2B MARKETING BENCHMARK REPORT, MARKETERS STATED THAT BRANDING AND AWARENESS WERE THEIR TOP PRIORITIES THIS YEAR. DOWNLOAD THE REPORT TO LEARN MORE AND ENSURE YOU'RE LEVERAGING THE RIGHT STRATEGIES FOR YOUR BRAND.

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# LEVERAGING RESEARCH & INSIGHTS FOR **NEW PRODUCT LAUNCHES**

80% of new products fail within their first year, often due to inadequate market research. Thorough research enables marketers to understand their target audience deeply, identify unmet needs, avoid pitfalls and barriers, and customize their product offerings and marketing strategies accordingly, significantly increasing the likelihood of success.



NEED HELP FIGURING OUT WHERE TO START? KEEP READING TO LEARN ABOUT RESEARCH TACTICS YOU CAN EMPLOY BEFORE LAUNCHING A PRODUCT ➔



## IDEATION

QUALITATIVE

Interviews and focus groups deliver valuable insights into customer needs and market gaps, enabling marketers to identify unmet needs and tailor products to fill those gaps.

QUANTITATIVE

Surveys can quantify the size of the potential market and validate interest in the product concept, helping marketers gauge market potential and refine product offerings based on customer interest.

## CONCEPT DEVELOPMENT

Interviews and immersive ethnographic research can create and enhance product ideas by incorporating user insights and input, helping marketers develop products that are closely aligned with user expectations and preferences.

Surveys are useful for testing and validating different product concepts with a larger audience to determine potential market acceptance, allowing marketers to assess the viability of new products before product design and prototyping.

## PRODUCT TESTING

Focus groups help marketers understand the emotional and psychological appeal of the final product and gather detailed feedback for enhancing product features and positioning based on insights.

Surveys can measure final product acceptance and willingness to purchase, which helps forecast sales and understand demographic preferences, providing marketers with data to predict sales and tailor marketing strategies to specific demographics.

## LAUNCH PREP

In-depth interviews and focus groups help to refine marketing messages and understand the narratives that resonate with target audiences, ensuring that marketing messages are compelling and resonate well with the intended audience.

Quantitative tests, such as A/B testing, on different marketing materials can determine the most effective approach for different market segments, guiding marketers to optimize their marketing materials for maximum impact across various segments.

### NEXT STEPS:

NOW THAT YOUR PRODUCT IS READY FOR LAUNCH, YOUR NEXT STEP IS TO CREATE A CONTENT STRATEGY. BUT WHERE TO START? TAKE THIS CONTENT QUIZ TO AVOID THE PITFALL OF UNDERPERFORMING CONTENT.

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