



# Marketing Research

## Special points of interest:

- Understand your customers
- Identify the success of the brochure
- Monitor marketing campaigns
- Evaluate economic impact of marketing activity

## Does your brochure generate business for your area?

There are only two ways to find out:

Option 1: Ask the advertisers

Option 2: Ask the customers

Option 1 is notoriously difficult as the advertisers are normally very poor at monitoring the impact of your brochure on sales. Option 2 is more reliable as you are talking directly to the people who have picked up or requested your brochure.



## Why would I want to do this?

There are many reasons for carrying out conversion research:

1. To understand how many customers visit your area after receiving / requesting your brochure
2. To be able to communicate to advertisers the success of the brochure
3. To monitor the performance of specific marketing campaigns [e.g. advert in the Sunday Times or a direct mail campaign, etc]
4. To be able to amend future marketing campaigns, so they focus only on media which are generating visits to your area
5. To be able to evaluate the economic impact of your marketing and brochure distribution activity

## What will the cost be?

The costs of the conversion research will depend on various factors, but particularly the number of questions you wish to ask,

- the number of records that need to be number matched / TPS screened
- the type of questions,
- the number of interviews required
- the quality of the data provided
- the depth of the analysis required

Typically, conversion research projects range from £1,000 to £10,000+



## How does it work?

Stage	Activity
1	Consultation discussion between CM and client to agree questions to be used, preferred timescales and data to be used
2	CM email quote showing the cost for each part of the research
3	Client provides customer data to CM
4	Set up and testing of questionnaire for researchers to use for interviewing
5	Client to test research questionnaire online [CM will email website address to client]
6	CM to amend questionnaire if necessary
7	Researchers carry out agreed number of interviews [as per agreed customer data provided by client]
8	Data analysis and development of report
9	Quality checking of report
10	Report emailed to client for review
11	Client feedback and amendment of report [if required]

### Further information

- We recommend a minimum of 400 interviews are carried out to allow us to draw conclusions which are statistically reliable.
- We recommend a minimum of 100 interviews per media title [e.g. Sunday Times] should you wish to evaluate that particular media title effectively.
- We need to get customer telephone numbers to carry out this research; this is usually done through a process of number matching with name/address data [you will provide the customer address data from when the brochure was mailed].
- As an example, to achieve 500 telephone numbers for the interviews, we will require 3000 customer addresses [6 times]. This is due partly to the number matching process, the TPS screening [removing those people who have stated they don't wish to be contacted by telephone] and because of those people called, but say they do not wish to participate in the research.
- The TPS screening is necessary to ensure we remain compliant with the data protection act, and is best practise in any case!

We have a vast list of standardised questions [and responses] for you to choose from. Please ask to see this. We can also add bespoke questions if you have another query which would help to meet your objectives.

Please contact us if you require any further information.

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