

MARKET RESEARCH PROCESS PART 1 - OVERVIEW



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Purpose/Objective

Update Internal Database with the

1. _____

2. _____

within the companies so that we can:

a. _____

b. _____

c. _____

them our offers & get them as our clients



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1. Identifying Companies & Details

- a. _____
- b. _____
- c. _____

Purpose of doing this is to make sure we have:

- a. _____
- b. _____
- _____
- _____



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2. Identifying Contacts & Structure

We do this thru 2 main methods:

- a. _____
- b. _____



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1. Identifying Company Details

a. Using 3rd Party Websites

- **LinkedIn to identify:**

- _____
- _____
- _____

- **Stock Exchanges**

- _____
- _____
- _____



1. Identifying Company Details

b. Using Company Websites

- _____
- _____

c. Phone Call

- _____



2. Identifying Contacts & Departmental Structure

a. Using Online Resources

* LinkedIn to Identify

- _____
- _____

* Company Website

- _____

b. Phone Call

* _____
* _____
* _____
* _____



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Who is our Target Market?

1. Companies with _____

2. Companies that have _____

3. Companies that have a _____

The key out of all the above is that



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Who is our Target Market?

Pareto's Law/80:20

Who is our Top 20%?

1. Companies with more than _____

2. Companies that have more _____

3. Companies that have _____ e.g.

- _____
- _____
- _____



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Summary

1. Objective of Marketing Research Process Update Internal Database with the Right/Qualified Companies & Right/Qualified Contacts within the companies so that we can Email, Call & Mail/Courier them our offers & get them as our clients
2. To accomplish this objective we need to do 2 things:
 - Identify Companies & their Contact Details &
 - Identify Contacts & Departmental Structure



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Checklist

1. **Company name identified**
2. **Check Internal Database to Ensure You Only Update new names**
3. **LinkedIn Search:**
 - Update Company Size
 - Update Relevant Contacts & their Job title
 - Segmentize department Structure
4. **Company Website Research**
 - Update website address
 - Update Company Address, Tel & Fax Number
 - Update Relevant Contact & Job Title based on "management/About Us etc"
5. **Other Websites**
 - zawya.com – Middle East companies to identify Address, phone & fax number
 - Stock Exchanges to identify Address, phone & fax number
6. **Phone Call**
 - Re-verify company address and fax number
 - Update Fax Number of the Relevant Department
 - Update the Employee Size of the Department
 - Update Head of Each Department – Full Name, Exact Job Title, DID, Email, Direct Fax
 - Send Invitation on LinkedIn under Lindsay Chesar using their email
 - Update key People Contacts within Each Department eg Specialist, Manager etc.

