

Understand Buyer Behavior • Identify Trends • Evaluate Opportunities

CAN YOU AFFORD TO GAMBLE WITH YOUR COMPANY?

Accurate and timely information is the lifeblood of sound marketing decision making. Marketing research is the process of planning, collecting and analyzing data relevant to a marketing decision. Armed with this insight, decision makers can make smarter choices, improve their understanding of the marketplace, gauge customer satisfaction, allocate resources more efficiently, evaluate new initiatives, and positively affect ROI.

Typical research projects might call for *descriptive* information such as demographic, economic or lifestyle characteristics of current customers. This type of research answers the basic, “who, how many and where” type questions. *Diagnostic* research is used to determine the reasons “why”. *Predictive* research can determine cause-and-effect relationships which are useful to predict outcomes or select among alternative concepts.

Beacon Marketing Group can help you identify the most effective and efficient method to get the information you need. Most importantly, our experience as marketing managers gives you insightful interpretation of the results to help you take the right action. We are experts at using data to make fact-based recommendations.

- Customer Satisfaction
- Employee Surveys
- Concept Tests
- Profiling & Segmenting
- Awareness, Trial & Usage
- Tracking Studies

WHY BEACON?

Experience

- 50-plus years experience
- Actionable insights
- Principals lead engagements

Flexibility

- Mail
- Online/email/mobile
- Phone

Academic and Practical Knowledge

- College Marketing Professors
- Current on trends
- Able to communicate complex concepts



“The seasoned executives at Beacon have a strong strategic background which makes their analysis and recommendations more helpful and actionable than the average firm.”

—Krispy Kreme COO