



HOW MARKET RESEARCH CAN INFLUENCE YOUR STRATEGIC PLAN

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WHY MARKET RESEARCH?

CHANGE IS CONSTANT AND INFORMATION IS YOUR COMPASS.

WHAT IS MARKET RESEARCH?

ANSWER to a question that **INFORMS ACTION** with a **DEFENDABLE WHY**

WHAT TYPE OF GROWTH DOES YOUR VISION CALL FOR?

HIGHEST ROI RESEARCH TYPES

MARKET SIZING/FORECASTS

MUST understand your market to interpret purchased reports

SATISFACTION SURVEYS

They are the buyer. What do they want?

DISRUPTOR WATCH

Read business publications (think Deloitte and McKinsey), industry publications.

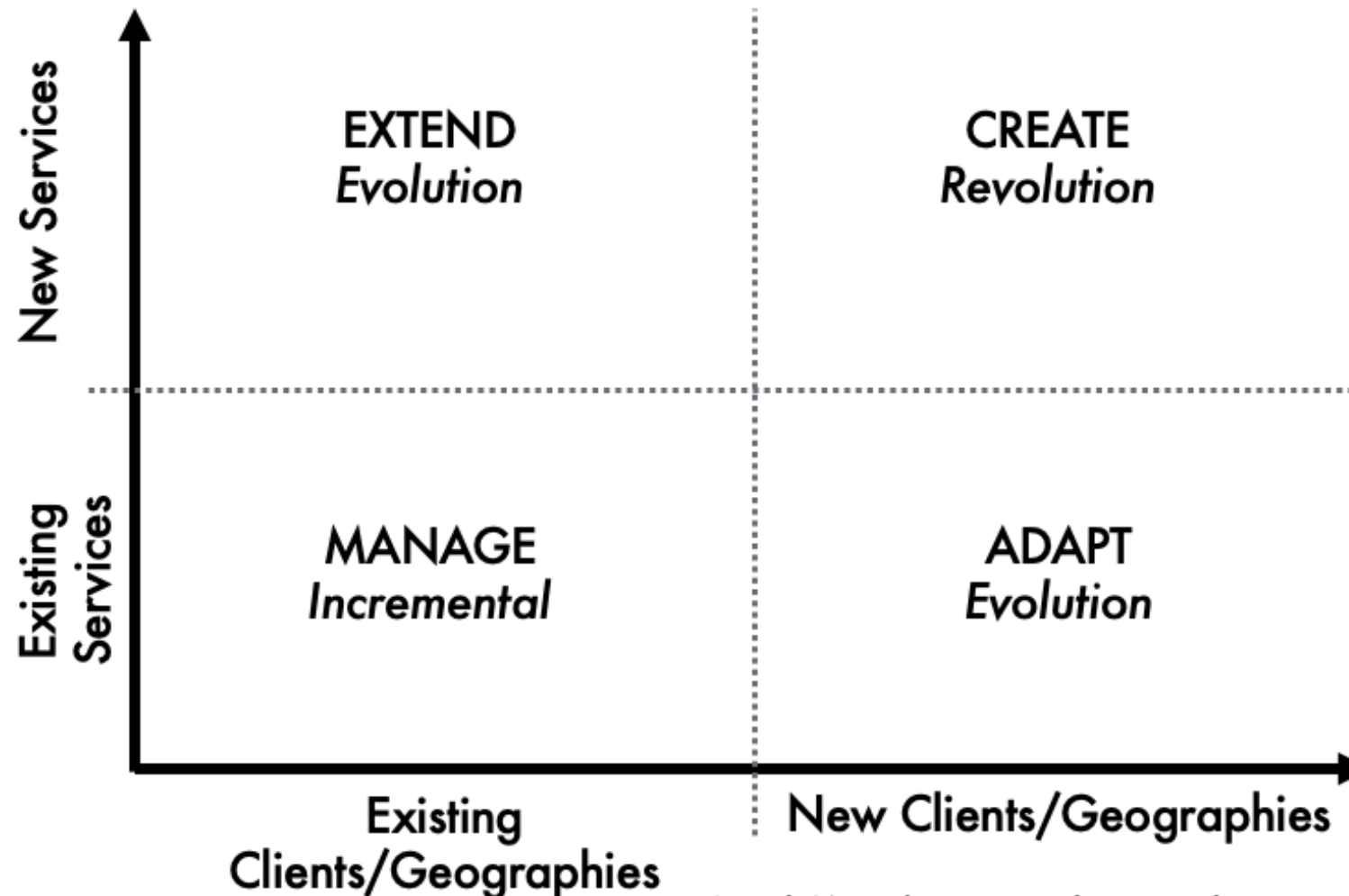
COMPETITOR ANALYSIS

Keep your competitors close and leverage your network. The best way to keep up to date is to survey your clients and prospective clients.

CRAFT THE RIGHT QUESTION(S)

- What are adjacent services that make sense for us?
- What are services our clients ask for?
- What's the future of...

- Are we capturing our share of work in this market?
- How is our industry innovating its services?
- What is the future of...



- Big Disruptors
- Everything is new.
- What's the future of...

- Are there potential clients within our existing sectors/geographies?
- Are there potential clients who are new to buying our services?
- Do we need to package our existing services differently to resonate with the market?
- Do we need to partner?

Growth Matrix by Diego Rodriguez and Ryan Jacoby from IDEO

TRENDS/DISRUPTORS

WHERE TO LOOK

Deloitte/McKinsey
Broker Firm Research
Business Journals
Sector Organizations
Google

PURPOSE

New Market Sector Growth
New Services

WHO

Marketing
3rd Party

MARKET INDICATORS

WHERE TO LOOK

Economic Forecasts
Business Journals
Purchased Data
Custom Research

PURPOSE

New Market Sector Growth
New Services

WHO

Marketing
3rd Party

COMPETITIVE ANALYSIS

WHERE TO LOOK

Business Journal Announcements
Professional Association
Social Channels – LinkedIn
Their Website
Strategic Partners

PURPOSE

BD Intel. Pursuit Driven
New Market Sector Growth
Geographical Growth
New Services

WHO

Marketing
BD/Principals
3rd Party

CLIENT SURVEYS

WHERE TO LOOK

Previous Clients
Current Clients
Aspirational Clients

PURPOSE

BD Intel. Pursuit Driven
New Services
Strategic Planning
Rebranding

WHO

Marketing
BD/Principals
3rd Party

PERSONA DEVELOPMENT/ STRATEGIC PARTNERS

WHERE TO LOOK

Previous Clients
Current Clients
Aspirational Clients
Strategic Partners
LinkedIn

PURPOSE

New Market Sector Growth
New Services

WHO

Marketing
BD/Principals
3rd Party

END CLIENT IDENTIFICATION

WHERE TO LOOK

Economic Forecasts
Business Journals
Purchased Data
Strategic Partners
LinkedIn

PURPOSE

New Market Sector Growth
Geographical Growth
New Services

WHO

Marketing
BD/Principals
3rd Party

