

# A B2B Marketer's Guide to: **The Research Planning Process**

## Research Overview

Research planning conducted by the marketing function is highly valuable because it provides **market intelligence** specific to your business.

To demystify the process, the following templates guide you through each sequential stage...



# The Research Planning Process

Stage 1	Stage 2	Stage 3	Stage 4
<b>Purpose</b>	<b>Population</b>	<b>Procedure</b>	<b>Publication</b>
Why does the research need to be conducted?	Who makes up the marketplace? What are the key criteria for segmenting?	How should the research be conducted?	How can we translate data into marketing intelligence?
<p>Defining the problem ensures the research is focused, meaning <b>marketing intelligence</b> gathered will be <b>more specific</b> and <b>useful</b> in informing the marketing plan.</p> <p>Formulating a <b>marketing objective</b> is recommended at this stage in order to direct the research outcome.</p>	<p>Identifying the <b>target audience</b> for your research is the next step.</p> <p>How you segment your audience will be directly influenced by the <b>research objective</b> set in the first stage.</p>	<p>The main considerations for research methodology are:</p> <ul style="list-style-type: none"><li>• Is <b>qualitative</b> or <b>quantitative</b> data more useful in achieving research objective?</li><li>• What mix of <b>primary</b> or <b>secondary</b> data should we use?</li></ul>	<p>By <b>collating data</b> into a report that <b>analyses</b> and evaluates findings, you can begin to construct useful marketing intelligence that provides <b>relevant insight</b> into the marketplace.</p>

# 4 Key Components of a Research Briefing

1

## Purpose of Research

The **primary aims** of the research and including **specific aspects** of the market demand research, need to be **clearly articulated** to researcher.

2

## Research Objectives

Through transforming marketing problems into **concise statements** ensures quality information is produced that will help in **strategic making decisions**.

3

## Timeline

**Agreed deadlines** are essential for ensuring the research is conducted in a timely manner and defines the scale of the programme.

To ensure the research programme sustains focus, a **reporting schedule** is recommended.

4

## Allocation of Resources

Both **budget** and **facilities** need to be considered and allocated.

Setting resources also has a direct impact on the methodology and **sets restrictions** on the scope of the research programme.



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