

How to Conduct Market Research in 5 Steps

Define your research objective

Without a clear objective, you won't know what to look for and you won't be able to measure the success of your market research.

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Identify your target market

This will help you focus your research and make it more efficient.

Gather data

There are many ways to collect data, including surveys, interviews, focus groups, and secondary research.

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Analyze the data

Once you have collected your data, it's time to start analyzing it to look for trends and insights.

Present your findings

Once you've analyzed your data, you need to present your findings to your clients or boss. This can be done through a written report or presentation.

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