

Digital Marketing Research

Enlightening Your Marketing Decisions



Marketing Research is the actions and techniques of gathering, analyzing, and interpreting information to better understand a company's target market and customers, as well as to help solve marketing challenges.

It is a vital component when developing a marketing strategy and a major factor in maintaining competitiveness.

What Does the Digital Marketing Research Include?

- Immersion Research for Audiences
- Products Insights
- Competitors Analysis
- Market and Search Trends
- Relevant Keywords Search Traffic and Ideas
- Social Media Channels Research
- Identifying Opportunities and Pain Points
- Placement on Demand Matrix



Why is Marketing Research Important to Your Business?



Enlightening Your Marketing Activity.

Marketing Research helps in understanding the requirements of your target audience, crafting key marketing messages that attract quality leads and improve conversion rates, and understanding how to convey these messages.



Analytics Give You the "What?", But Research Gives You the "Why?".

Big data, user analytics, and dashboards can tell you what people do at scale, but marketing research can tell you why they do what they do.



Improving User Experience.

The business environment is constantly changing, and it is important to understand what factors are changing that could impact on your marketing plans, and to learn about your customers and their needs and preferences.



Providing Key Insights and Information to the Business.

Marketing Research can significantly help your marketing strategy by providing a deeper understanding of your customers, products or services, competitors, and market trends.



Identifying New Opportunities for Your Business.

You should treat Marketing Research as an ongoing activity and continue to research ways you can improve on your offering based on the changing consumer preferences, market dynamics, and business environment.



Spotting Emerging Trends.

Being the best demands curiosity and willingness to innovate. Regularly taking the 'pulse' of what's hot and what's not in your industry is a key discipline, and Marketing Research can help you spot and exploit these trends.



Ultimately Leading to Increased Sales over Time.

You can learn who is buying your product or service and who is not, what motivates them, and whether they are loyal to your brand, and then use the research findings in the sales enablement process.

Integrated Digital Marketing Solutions for Ultimate Efficiency

While I offer Digital Marketing Research as a stand-alone service, I also provide it as a component of Integrated Digital Marketing Solutions, to ensure that your business is covering all the digital marketing basis, seizing all growth opportunities, and getting the best results.

The Integrated Digital Marketing Solutions Incorporate:

- Digital Marketing Research.
- Digital Marketing Strategy.
- Search Engine Marketing (SEM).
- Social Media Marketing.
- Inbound Marketing.
- Content Marketing.



Extra Convenience with Online and Remotely Managed Services



Since we are living in a dynamic and digital world, and taking into consideration the current health and safety concerns; all of my services can be provided and fully managed online and remotely, with the ability to work alongside your in-house team as a partner or individually, in order to achieve your business goals, whatever the finish line looks like for you.

Google Ads Professional Certified



HubSpot Inbound Marketing Certified



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