

## Many Guerrillas' Continue Short-Sighted When It Comes to Marketing Research

By Bob Kaden (author of Guerrilla Marketing Research)

I was shocked when a Guerrilla contacted me and asked what he'd get if he spent \$15 for a copy of Guerrilla Marketing Research. Fifteen bucks, I thought. Geez, take a chance. I told him if he didn't find \$15 worth of value in the book, he could have his money back. No sale to this Guerrilla.

I am not in the business of selling books on research. My goal is selling companies on doing research—and Guerrilla's are the toughest sell of all. Why such stubbornness to embrace a proven technique for growing a business?

Let me try it this way.

### A Little Can Go a Long Way

There are many ways to begin your research process. An inexpensive customer satisfaction survey or a series of focus groups are common. How far you go after that is often a function of the benefits you get from the first study.

I've known clients who have milked a couple of focus groups for six months, making changes in how they approach customer service, what they say in their advertising and how their salespeople approach prospects.

In other situations, an expenditure as low as \$15,000 for a survey provided ideas for growing the business a year after the study was completed. But I know what you're thinking here. How can I afford \$15,000 or anything close to that?

Well, I've seen companies more than double their growth in a year because of the actions they've taken from a \$15,000 customer study. And I've also seen companies go out of business because they failed to heed what customers were telling them after this size of expenditure. Maybe I'm being ridiculous but \$15,000 (or sometimes even less) is the cheapest business insurance you can buy.

Here are four easy to follow steps for maximize your first research effort.

1. **Write action plans with the results.** When you review the results of your research, write a one -or two-page action plan with dates to complete each action. Begin with the actions that you can immediately implement.
2. **Be disciplined.** Mark your calendar on the dates you set for each action. When the first date comes up, hopefully you will have completed that first action. If not, get going...and at the same time, revisit the research.
3. **Alter your action plan and schedule.** Time always changes your perspective on research and how you view the results. As you reread your study, some findings and will become more important, some will become less so. Every time you revisit the study you will get new insights. Actions you haven't yet taken become more or less important. You will visualize new actions and new priorities that you hadn't previously considered.
4. **Continue to follow this process.** You should continue rereading the research report for as long as it suggests new or revised actions. Six months, a year, five years. It's all good.

The more attention you give that very first study, the more your business will improve. You can take that to the bank.

Now, if it isn't just about the money, I hope you will drop me a note and tell me why market research isn't for you.

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