

MARKET RESEARCH

Secondary Research

- Secondary research utilises existing data and insights to build a better picture of the market you are looking to operate in.
- Competitor analysis helps you to understand, the strengths and weaknesses of competitors. You may use this to amend your own business strategy.
- Market analysis involves looking at data on market size, trading, and insights in order. Helpful resources such as Ibis world can give you an accurate overview of the market you are looking to operate in.
- Audience insights are a great way to understand your target customer. Answering questions about disposable income and the interests of your audience. Resources like You Gov and Mintel are helpful for building a picture of your audience for your marketing strategy.



What is Market Research?





The process of gathering information about customers' needs and preferences with the intention of determining the viability of a product or service.

This may include but is not limited to:
Primary Research; Interviews, surveys, focus groups.
Secondary Research; competitor analysis, market analysis.

Primary Research

- This doesn't have to be as structured as an interview or focus group, and most people will already have access to this information by talking to their existing customers
- Ask open-ended questions to get the most detailed nuanced responses
- Use customer feedback surveys to build quantitative data.
- If you have not started trading consider asking peers.
- Pilot your products and services in exchange for feedback.

Useful Links

-  [Ibis World](#)
-  [Mintel marketing intelligence](#)
-  [Statista](#)
-  [You Gov](#)

SOCIAL 101



Connecting with friends & family
 Mass Audience
 Facebook Watch, Groups & Pages



Aesthetic content
 Mass Audience
 Instagram Reels, Stories, Highlights & Hashtags



Professional content
 C-suite & Sales
 Articles, video, live stream



What's happening in the world
 Opinion leaders
 Twitter Spaces, Moments & Hashtags



Trends start here
 Content creators & Gen Z
 Tik Tok's & Live



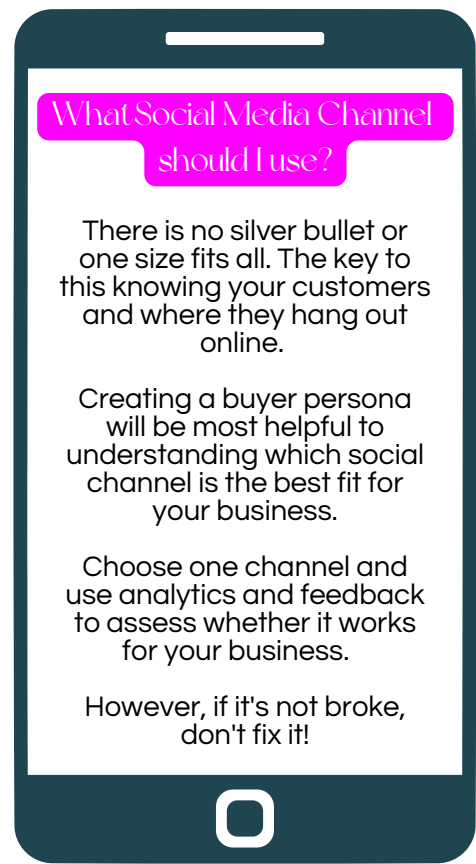
Sharing moments & Memories
 Fans & community groups & Millennials
 Private stories & shared memories



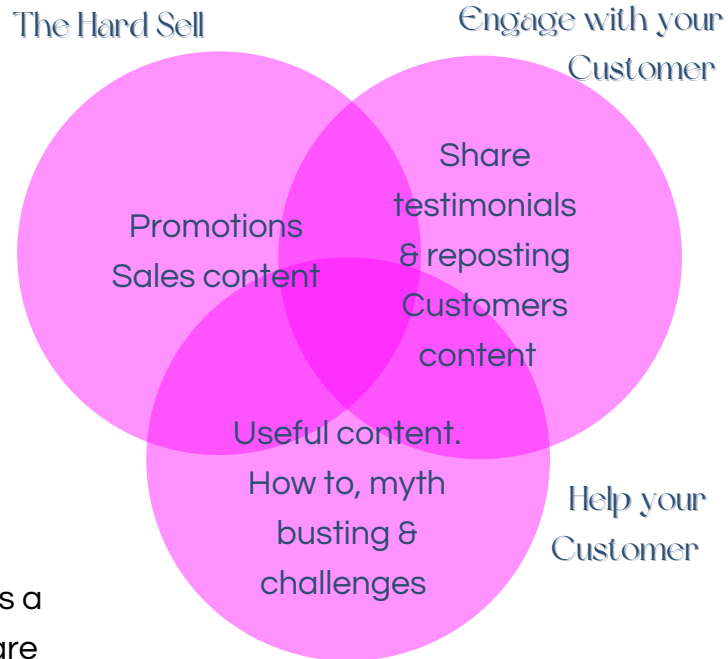
Discovery & Plan
 Creatives, Female skew
 Boards & Pins

Top Tips

- Understand your buyer persona and customer journey to sale. Does social play a big part? This is a big key to understanding which social channels are worth investing in
- Use the respective channel analytics to understand what type of content is resonating well with your existing audience. (Updating to a business profile may be required)
- Build out a hashtag strategy and use popular sounds to reach new audiences
- Keep branding and tone of voice consistent



What type of content should I make?



Useful Links

- [Hootsuite](#)
- [Hashtag Strategy](#)
- [Canva](#)
- [Reading social analytics](#)
- [Creating a Buyer Persona](#)

SALES FUNNEL



Awareness

Driving mass awareness of your product or service. Showcasing through your brand messages. This is the biggest portion of the funnel as you are only asking people to notice your brand.
Measurement- Impression & Reach

Consideration

Ask people to take a step further into understanding your product or service. Understanding what makes you unique, or why they would buy from you over a competitor.
Measurement- Website clicks, Video views, engagement

Conversion

The transition between considering your brand and taking the desired action. In most cases, this will be a purchase. Depending on the brand this could also be subscriptions, bookings, or downloads.
Measurement- Actions e.g sales, sign up, booking etc.

Loyalty

Loyalty aka advocacy is invested and repeat customers. At this stage in the funnel, it's about retention and engagement. How do you keep your current customer happy and reward them for loyalty?
Measurement- Sentiment, Upsell, Lifetime value

Sales Funnel for service based business & Freelancers

- Discovery call: 3 key questions. What are your current problems/ pain points? How do you think I can help? What does success in look like for you, and in this project? What's your budget?*
- Proposal: Take the information away, and think of how you could help. If they ask for examples, you can build case studies of previous work you have done, but avoid doing free work.
- Contract/ agreement: Always get it in writing, preferably in a written and signed contract.
- Protect yourself: Make sure you are insured. Superscript is a good example and they also have great resources for freelancers.
- Get paid and always file your taxes. Make sure to manage your books well, if you need to get an accountant or use online software

Useful Links 🔍

- [Enterprise Nation](#)
- [Federation of small businesses \(FSB\)](#)
- [Superscript](#)
- [The Dots](#)
- [Building your freelancer business](#)
- [Freelancer Bible, Alison Grade](#)