





Vanson Bourne



Supporting the technology
vendor's marketing cycle




“Focusing your company on its market, taking your message to the market and turning customers into loyal supporters”



Essentially, any market research you commission should contribute to at least one of these key marketing tests. If it doesn't then it's a waste of your time and your money.

Market research is there to accelerate and improve your marketing performance. The following pages overleaf describe the difference market research can make, at all stages in the marketing cycle.





PROFILE

You need to know the market. You need data and analysis to ensure you will be hitting the right sectors, the right people, saying the right things at the right time. You need orientation and differentiation. You need information, intelligence and understanding.

Step One is to identify and understand the market, to collect, collate and analyse information to produce intelligence.

DATA

In many cases basic information exists within the organisation. It simply needs to be collated before use. But usually data is out of date. Neither is it in one easily accessible place.

That is likely to require access to continually updated data from specialists, incorporating it with your own data to produce (and keep up to date) a data set that provides the basic market map you need.

INFORMATION

Once you've made first base, there will be more that you need to know. Buying patterns, competitive strengths, brand equity, business drivers, the information that enables you to present a coherent and persuasive face to the market. Wherever your blind-spots, pragmatic, results-oriented, market research programmes are required if you are to discover what's really going on out there.

INTELLIGENCE

To turn information into intelligence needs analysis and context. Understanding what the information means for your company and how you should act upon it. By understanding your needs and objectives at the outset, *whilst remaining free of your preconceptions*, good market research analysis will deliver meaningful intelligence that can quickly be turned into performance-improving action.

RESULT

Destination plotted, targets pinpointed, route-map established, hazards flagged and shortcuts signposted.



ENGAGE

You've listened, now it's time to speak. You need to make sure your message will be heard AND listened to. You need to create sales opportunities. You need to be getting value from your marketing budget.

We can help you improve the process of engaging the market in three major ways.

ATTENTION

You spend fortunes broadcasting to your target markets, but so do all your competitors. We can add a fresh edge to how you communicate. We will deliver an independent positioning paper, based on genuine, wrought-from-the-market facts, delivering actual value to all your constituencies - the press, customers, channel partners or employees. This powerful tool can be deployed throughout your communications programme, at exhibitions, seminars, press briefings, in advertising, direct mail and on the website. Simple and very effective.

PIPELINE

Drawing potential prospects into a genuine engagement cycle is a resource-intensive process, and often one done half-heartedly by expensive people who prefer to work on warm leads and existing customers. To help you make the most of the attention your communications programmes are enjoying, we can recommend trained, specialist telemarketing people for either continuous or campaign-based lead development.

MEASURE & MONITOR

You invest large sums trying to convince prospects that they should become customers. We can measure the effectiveness of each weapon in this armoury. We can test your messages and collateral, check out how well you (or your channel) interface with prospects. We can recruit online panels of potential prospects to generate fast turnaround feedback, to keep your finger on the market's pulse.

RESULT

You learn what works and what doesn't, tune up your marketing activities and improve performance.



SUCCEED

**You win. That's something you want to repeat.
Sometimes you lose. That's something you don't want to repeat.**

Apart from the fleeting pleasure it provides and the contribution it makes to company performance, there is much to be learned from making a sale.

Research can help ensure you learn from your success, and your failures, by undertaking an analysis of wins and losses. Why did you win? Why did you lose? What factors helped you beat the competition? What factors worked against you?

RESULT

By feeding this independently delivered analysis into your marketing and sales processes, you will be able to repeat successes and minimise losses.



DEVELOP

You have a new customer. You've spent a fortune to get them, now you want to retain them, to delight them, to build a wall around them to keep the competition out. You need to listen to them and understand them.

Your new customer's anxieties and misgivings can start to set in before the ink on the contract is dry. Work to ensure the customer stays focused on the benefits of working with you starts now, because we all know how expensive it will be to replace that customer. And research can help.

CONTINUOUS

For your ongoing, or frequent contact customers, you can set up a *Customer Relationship Monitoring* programme designed to measure their reaction to their regular dealings with you. And this can be done every time there is contact required so that on a day-to-day basis you can measure how well your company is satisfying the customer.

PROJECTS

For projects and more complex, discrete interactions, you can wrap the whole customer management process into a *Performance Monitoring Programme* designed to record outset objectives (both yours and the customer's) and benchmark organisational performance en route. This provides feedback before problems become crises and facilitates project team management, motivation and reward.

RESULTS

Your customers' satisfaction and your performance spiral upward and you lock out the competition.

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Vanson Bourne Ltd.

25 Liberty House, New Greenham Park
Newbury, Berkshire RG19 6HW