

# MARKET RESEARCH SHOWDOWN

## QUALITATIVE QUANTITATIVE

Market research takes the guesswork out of what real IT buyers want. But with so many options out there, how do you know which is right for you?

Most research falls into two categories: qualitative and quantitative. We let the two face-off to see which one would prove to be the champion. So which method won?

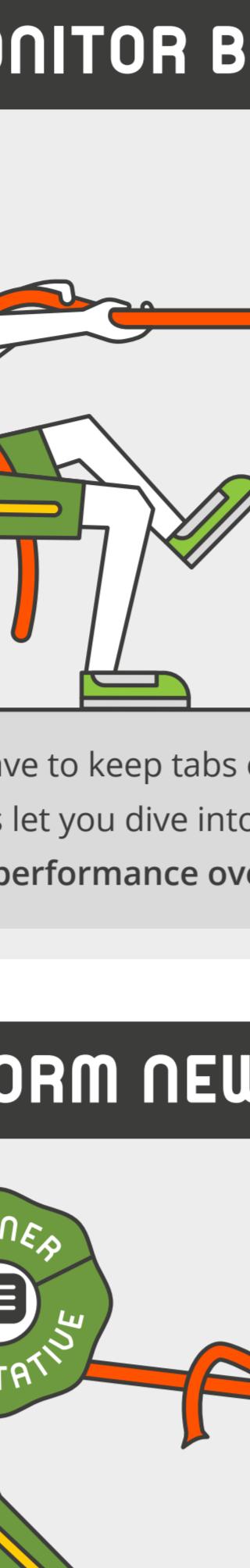
### TEAM QUAL

**TOP STRENGTH:** Collecting feedback and opinions

FOCUS GROUPS

IN-DEPTH INTERVIEWS

SPICE PANELS

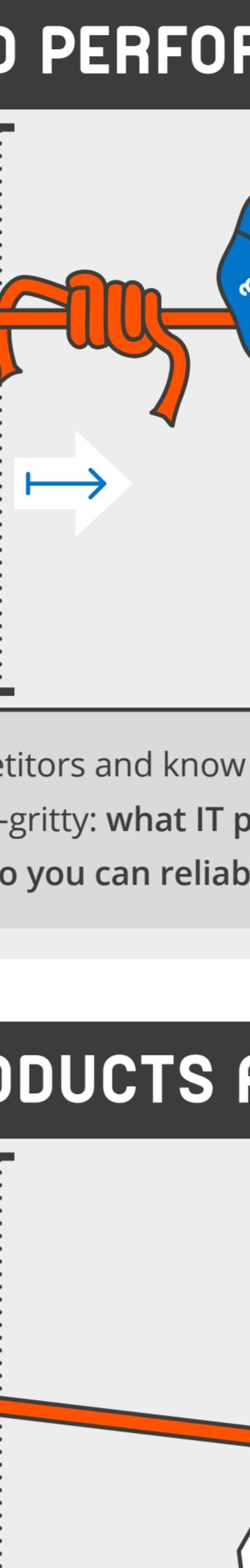


### TEAM QUANT

**TOP STRENGTH:** Collecting stats and data

ONLINE SURVEYS

COMMUNITY POLLS



### MONITOR BRAND PERFORMANCE

To drive success, you have to keep tabs on competitors and know where your brand sits with your target audience. Surveys let you dive into the nitty-gritty: what IT pros love, hate, or want more of. Plus you can track performance over time, so you can reliably measure what's working.

### BRAINSTORM NEW PRODUCTS AND SERVICES

Make sure your product, service, or campaign is headed in the right direction – bounce ideas off your target audience. Qualitative research like focus groups and in-depth interviews help you get inside IT buyers' heads – and get real-time feedback!

#### ADVANTAGES OF FOCUS GROUPS

- Get quick feedback from a group of IT pros
- Spark debate and creativity
- Uncover hidden needs or motivations
- Ask follow-up questions

#### ADVANTAGES OF IN-DEPTH INTERVIEWS

- Easier to recruit hard-to-reach audiences
- Better for individualized or sensitive topics
- Deeper conversations in a 1-on-1 setting
- Can adapt discussion guide if needed

### DEVELOP PERSONAS

Many personas are just snapshots that might not actually tell you anything about your buyers' decision-making, needs or motivations. So when it comes to something as critical as understanding your buyers (and getting reliable data to do so) – the more insight, the merrier!

#### QUALITATIVE

Once you've identified your segments, dig deeper into their stories and bring them to life.

#### QUANTITATIVE

Cover your bases and capture insight on your entire market.

### MEASURE CUSTOMER SATISFACTION

Happy customers spend more money, recommend your brand, and have higher retention rates. But to know how satisfied your customers are, you have to get feedback from as many as possible. Bring on the surveys!

#### A GOOD SURVEY CAN PROVIDE:

- Measure of satisfaction and loyalty
- Key drivers of satisfaction
- Net Promoter Score
- Areas for improvement

### TEST NEW PRODUCTS AND SERVICES

Your potential customers' stamp of approval is mega important before launching something into the marketplace. And real product testing requires a much more hands-on approach. So this is a time for potential users to roll up their sleeves and dig into the features.

#### FOCUS GROUPS

Try the product out as a group, and discuss feedback together.

#### SPICE PANELS

Recruit users to work with your product over time, journal their experience, and discuss feedback.

### CHOOSE NAMES, LOGOS OR MESSAGING

Deciding which direction to take your brand is stressful (but doesn't have to be!) Research lets you ask the right questions and test the market waters.

However, the right research option depends on where you're at in the branding process.

#### DEVELOPMENT

- Figure out which phrases resonate
- Test concepts or wireframes
- Come up with ideas

#### QUALITATIVE

#### REFINEMENT

- Narrow down messaging
- Compare logo or ad drafts
- Gauge reactions to ideas

#### TIE

#### PRE-LAUNCH

- Top concept face-off
- Measure potential impact on purchase
- "Get check" before launch

#### QUANTITATIVE

So there you have it: suit up with your business objectives and get on your way to research victory.

#### WANT TO DISCOVER NEW IDEAS, OR FEELINGS?

SAY HELLO TO QUALITATIVE RESEARCH

EITHER WAY, YOU'RE SURE TO BE A MARKET RESEARCH CHAMP!

#### LOOKING TO GET STATS OR VALIDATE FACTS?

QUANTITATIVE RESEARCH IS WHERE IT'S AT

Spiceworks has market research products for every stage of your product or campaign development cycle.

Drop us a line at [insights@spiceworks.com](mailto:insights@spiceworks.com) – and we can help

evaluate your objectives and recommend the best approach!

[www.spiceworks.com](http://www.spiceworks.com)

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