

RESEARCH



Check out a few market research websites

This will help you understand the demographics of your target market.

TIMING



Identify periods/seasons where participation or sales are higher

This will help develop a timeline within your marketing plan.

STUDY



Study the data of past customers

Track the business segment and record how they heard about the program or offering.

SURVEY



Survey your customers

Surveys should be short, but effective. They also give customers a chance to provide feedback of their own. Limit the questions to a scale or multiple choice, but also leave room for additional comments.

Franklin Energy™

MARKET RESEARCH CHECKLIST

