

publishing portfolio

Market Research for Publishers

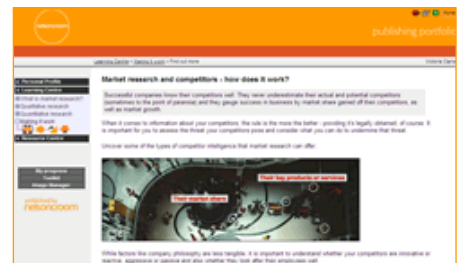
How well do you really understand your customers, potential customers and competitors?

Understanding your customers and what makes them tick is probably the most important foundation of every company's marketing effort. Having that knowledge can make the crucial difference between profit and loss. It can make your marketing campaigns hit the bulls eye every time – or miss with disastrous results. Many publishers are now making a greater use of market research than ever before and that means a working knowledge of market research is essential for all areas of publishing.

This course covers all the basics from what market research is, why we need to carry it out, what the different options are, how to get the full value from your research and how to make it work for you.

Market Research for Publishers enables the learner to:

- Create competitive advantage for your organisation
- Increase sales by using existing sales data
- Select a market research agency
- Clearly define and communicate the objectives of the research project so that it stays on track
- Use market research to develop successful new products



An annual license to **Market Research for Publishers** provides staff with year-round access to this valuable learning resource.

Learning outcomes

What is market research?

- What is the market?
- What is a segment?
- What is market research?
- What are the different types of market research?
- How relevant is it to publishing?
- Is market research the best option?

Qualitative research

- What is qualitative research?
- How do I define and communicate the objectives of the research?
- What are the key processes in qualitative research?
- How do I get full value from focus groups – within and outside the company?
- How do I monitor and assess external market research companies?
- What are the key ways to act upon the findings?

Quantitative research

- What is quantitative research?
- What types of quantitative research are available to me?
- What are the key processes of quantitative research?
- Nielsen BookScan: how can I exploit the data to the full?
- What other existing data can I use for publishing?

Making it work

- How can I best apply market research to the different areas of my business?
- Market research and customers – how does it work?
- Market research and competitors – how does it work?
- How can I sell the benefits of market research within my business?
- How can market research help to develop new markets and products?

Target audience

This course is designed to appeal to experienced and new publishing professional, particularly in sales, marketing and editorial roles.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Making Money out of Publishing; Consultative Selling for Marketers; Public Relations for Publishers; The Internal Sales Person; Project Management.*