

Lecture 3: Marketing Research

MK355 Marketing for Not-for-Profit Organisations

Review of previous material

- Scope of NFP sector; defining NFP sector
- Our guest speakers – what did you think?
- Not-for-profit marketing:
 - Shifting perceptions
 - Marketing as value creation; marketing as exchange
 - Examples of NFP marketing
 - Uniqueness of NFP marketing
 - Challenges

What is marketing research?

Market research is distinguished from simple observation and systematic reflection because it is:

- Planned
- Based on some formal model or understanding of how target audiences respond
- Tied to specific decision-making situations

Dispelling myths

- Big Decision myth
- Survey Myopia myth
- Focus Group myth
- Big Bucks myth
- We Can't Wait myth
- Sophisticated Researcher myth
- Most-Research-Is-Not-Read myth

What is marketing research

Goal – to change behavior. Eg to induce...

- people to buy products and services
- people to give up undesirable behaviours
- others NOT to commence undesirable behaviours
- people to adopt new desirable behaviours
- staff or volunteers to carry out specific actions
- legislators to vote for certain desirable laws or fund specific programs
- members of the media to report certain stories

Being a learning organisation

Four elements:

1. Supportive leaders
2. Intuitive knowledge processes
3. Culture of continuous improvement
4. Defined learning structure

Three impediments:

1. Goals gap
2. Incentives gap
3. Process gap

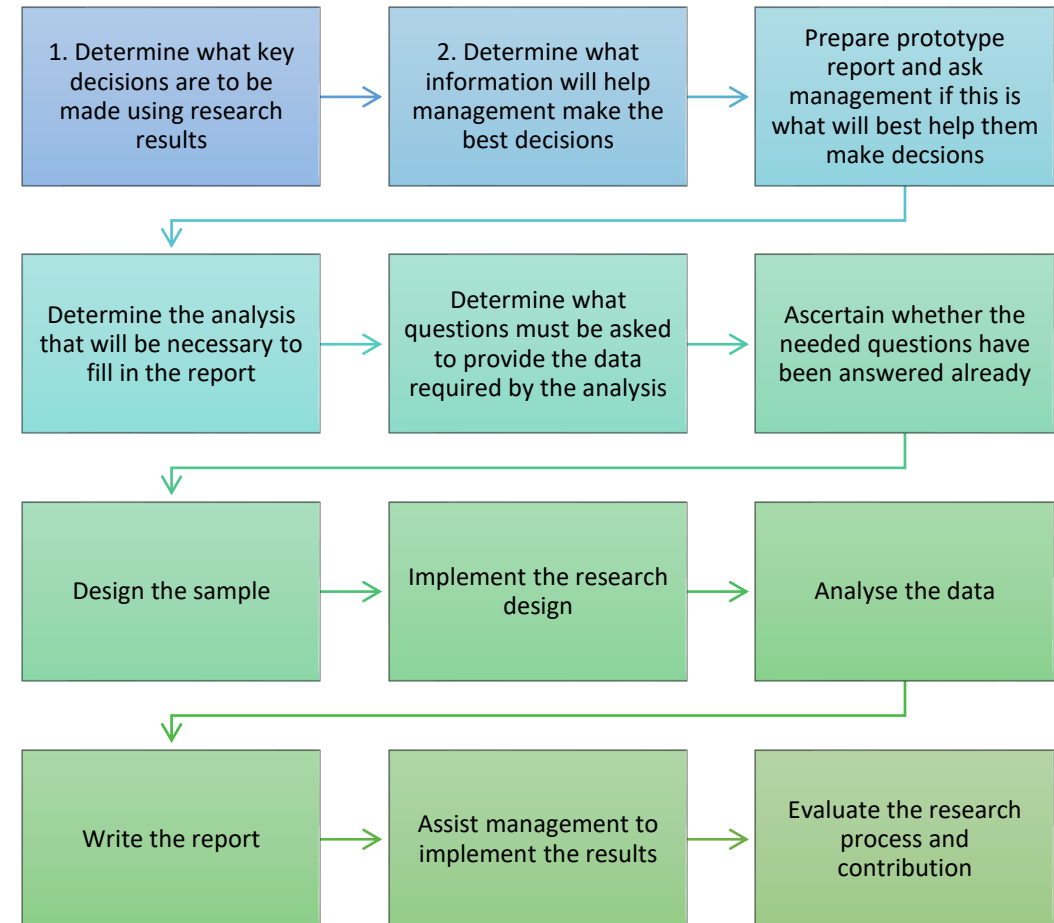


The marketing research process

Option #1: Standard Marketing Research Model



Option #2: Backwards Marketing Research Model



Definition of Terms

- Primary vs secondary research
- Syndicated research
- Quantitative vs qualitative research

Research methodologies

- Qualitative research (in-depth interview and focus groups)
- Experimentation
- Snowball sampling
- Piggybacking
- Volunteer Researchers
- Secondary Sources

Innovation – working off a small budget

- Start small
- Conduct periodic studies
- Create a formal insights position
- Create listening posts
- Integrate findings across the organization
- Reach out to corporate sponsors

Others

- Convene informal focus groups
- Analyse email and web statistics
- Go to social media
- Follow specific people online

Innovation – using social media

- Get the organization ready to listen
- Consider who will be listening and responding
- Identify key skills for listening



Exercise

- You are a new member of Sheridan's Student Governance Association (SGA). The SGA aims to increase volunteerism among fellow students at Sheridan. The Chair of this month's meeting is prepared to use her limited funds to advertise using the slogan "Volunteering Rocks".
- What research questions would you ask before launching your campaign?