

Here's a simple Market Research Checklist to help guide you through your research process:

1. Define Your Goal

- What do you want to learn from the research? (e.g., understand your customers, identify market trends, analyze competitors)

2. Identify Your Target Audience

- Who are you trying to reach? (e.g., age, gender, location, interests)

3. Analyze Competitors

- Who are your main competitors? What are they doing well or poorly?

4. Gather Data

- Use surveys, interviews, or online research to collect information about your audience and market.

5. Look at Market Trends

- What are the current trends in your industry? Is demand growing or shrinking?

6. Review Customer Feedback

- Check customer reviews or feedback to understand what people like or dislike about similar products or services.

7. Evaluate Your Product/Service

- How does your offering compare to others in the market? Are there areas where you can improve?

8. Set a Budget

- How much are you willing to spend on research? Make sure you stay within your budget.

9. Summarize Your Findings

- Organize the data and key insights you've gathered to make informed decisions.

10. Take Action

- Based on your research, plan the next steps for your business or campaign.

This checklist helps you cover the basics of market research in a clear, manageable way.