

Ep 69: 4 Key Questions that Lead to Insightful Consumer Research

How you can better engage to deliver value

- What is causing you a lot of tension/anxiety/angst right now
 - Ask this in two contexts, life in general but also specifically within the category or industry you are in.
 - When you ask first in life, you are getting to the most omnipresent issues that face your consumer day-in and day-out. This is also where you engage when bringing new users into your category. The connection needs to be authentic and not a stretch. If it is a stretch, focus on a category or industry connection.
 - "I just don't have enough time..." Time saving is a universal tension that many brands have leveraged directly and indirectly.
 - "I don't have enough time to make dinner because I am running my kids everywhere, but am tired of drive-throughs" Enter DoorDash and UberEats
 - "I don't have time for tasks like grocery shop, go to the bank, clean my house, plan a vacation." Enter Instacart, on-line banking, house cleaning services, travel agents
 - It is about understanding the tensions your consumer/customer/client is having within your industry or category. Some of these challenges may be too big for you to solve on your own, but you can help alleviate some of the tension by addressing how they are feeling as a result.
- What feelings does this tension/anxiety/angst create and what feelings would it create if it was alleviated?
 - Common feelings are stress, fear, irritation, disappointment, uncertainty. What they want to feel is peace, relief, confidence, joy, contentedness. Your ability to connect in a way that creates an emotional connection that brings value to your consumer is what creates brand love. This is a key differentiator.
 - Honing in on this feeling should be the focus of your communication directly or through a marketing vehicle. The consumer feels like you understand them and makes them open to how you are going to help them transform these feelings into positive ones.
- What needs to be true about a brand/service/business in order for you to trust it is the right solution?
 - This is what informs your message and all your marketing materials whether you are a product, service, or business. This isn't usually a question asked directly, but one you infer through their behaviors. Lead with open ended questions that start with "why", "how", or "what".
 - The art here is to not make it feel like an interrogation. Encourage conversation. It is important that the participants never feel like they are "in the hot seat" especially if it is a group environment.
 - This is how you find out what messaging and marketing elements are key in selling your product/ services/ business to this consumer.
 - This is essential. If you rely on the consumer to solve your problems for you, you will not succeed.
- Where would you expect to hear from this brand/service/business in order to believe and trust them?
 - It is important to know where your consumer is and where they will be most receptive to your message. Spend time understanding the demographic and psychographic behavior of your consumer to better understand this. The key is YOU need to tailor the message for the recipient. Don't expect them to change their behavior for you.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete

