

Social media as market research

Key word	Definition
Market research	The process of gathering information about the market and customers' needs and wants in order to help inform business decision, including product design and marketing
	A portion of the population asked for their opinions in order to draw conclusions about the behaviour of the whole population
	Information, particularly statistics, that can be collected and analysed
	Unbalanced or inclined to agree with a particular judgement or ideas rather than presenting the evidence fairly
	Relating to the population, such as average age, average income and so on

Market research      Sample      Demographics      Biased      Data

You want to sell an English-language rugby computer game to teenagers.

You are looking for the answers to the questions

- What should the game be like?
- What price should I charge?
- Where should I sell the game?
- What kind of words should I use in the advertising for the game?

You decide you will look at potential customers' social media profiles to try to find answers.

Think about the kind of people you want to look at the social media profile of.

Profile field	Desired quality
Ages:	12-20
Living in:	
Likes:	

Fill in the blank spaces by suggesting other profile fields and desired qualities

Look at the different kind of data that can be obtained through social media – tick each one if it can be used for the role of social media in market research

Match up the labels to the different descriptions

Understanding the market

Identifying trends

Improving products and marketing

Saving time

Increased sample size


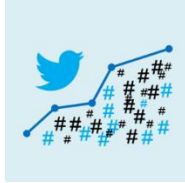

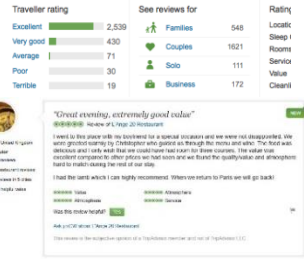

Knowing what interests your customers and potential customers, as well as finding out what they think about your competitors.

The majority of people who use the internet use social media, this means that social media can provide larger samples than other sources of data.

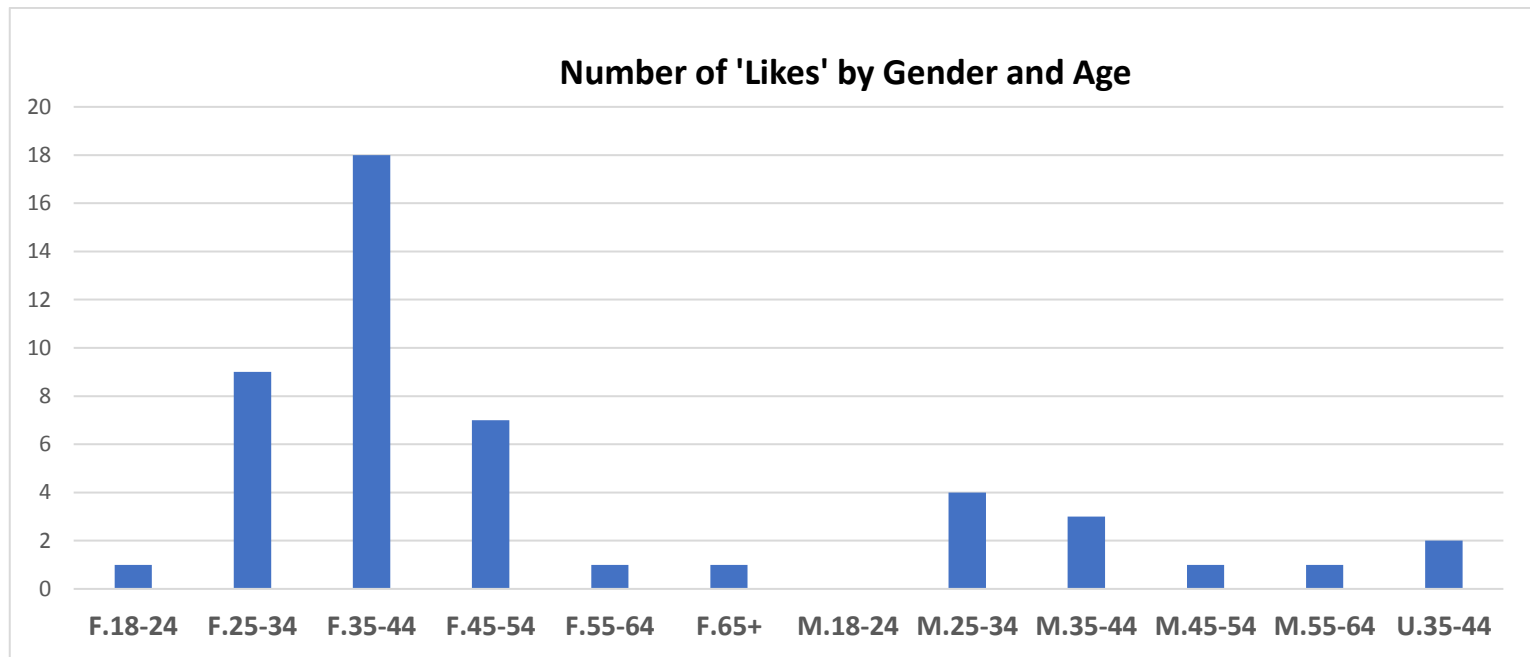
Knowing what customers and potential customers are talking about at the moment.

Social media can provide research in minutes instead of months.

Knowing how customers and potential customers talk to each other about your products and use this language in your marketing.

	Understanding the market	Identifying trends	Improving products and marketing
<p>'Likes' people have left</p> 			
<p>Trends of what is being tweeted</p> 			
<p>Comments on businesses' facebook/twitter</p> 			
<p>Reviews of products</p> 			
<p>Comments left on other users' posts</p> 			

A business decides to make a video advert for a new range of t-shirts. The graph below shows the number of 'Likes' from social media users sorted by Age and Sex.



State two things this information tells you about people who engaged with your advert

1.

2.

How could you use the above information to make choices about the marketing mix? (4 Ps)

Product	Price
Promotion	Place

Complete the questions below – use key words in your answer

Challenge tier		
EASY	HARD	GOD
Use 1 key word	Use 2 key words	Use 3 key words

Market research  
Data  
Sample  
Biased

A small publishing company called Best Publications is creating a new magazine for teenagers. It decides to carry out a number of focus groups throughout the process of making the magazine. They also carry out market research using social media.

a) Outline one factor Best Publications should consider when carrying out market research using social media.

.....  
..... [2]

b) Outline how Best Publications may use social media in its market research.

.....  
..... [2]

Before one of their early focus groups, the managers decide to leave a selection of magazines in the room where it is taking place. They then see which magazines the members of the focus group choose to browse through.

c) State what type of primary research Best Publications has used in this case.

..... [1]

d) Explain **one** way in which social media can be used to collect market research data.

(3)

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