

## Research for Marketers

Everyone in marketing knows that detailed and current knowledge of what is actually happening today in their customer's markets and hence, what is driving their customer's own thinking is the ultimate competitive advantage. Getting this valuable information, however, is not always easy.

Why not? The challenge facing most companies is that firstly, they are often not resourced to continually research and capture this critical data on an ongoing basis and secondly, even if the resource is available, then there is often no defined process in place that reliably ensures that all requisite data is captured.

One further challenge is that even if all required data is captured, it is rarely done in a structured way such that like for like comparisons can be made between data capture points. Yet without this rigour, it is not always possible to reliably gain immediate visibility of changes in drivers and resultant trends that drive your customer's business thinking.

To create real competitive advantage and differentiation in today's crowded and complex markets, organisations must be able to react very quickly to changes in customer's market demand patterns whilst evidencing how their engagement would create competitive advantage for the customer.

In this workshop, ICDL will teach your senior marketing teams how to reliably and repeatedly capture this key data and put structure and rigour into the capture such that changes in your customer's market are immediately apparent.

This is your ultimate competitive advantage.

### Key Outcomes

The outcomes of this intense workshop are as follows:

- A clear understanding of what you need to know to be really competitively advantaged and differentiated from your competition
- An understanding of the typical places this data can be found in your own environment
- An understanding of the type of rigour required to ensure that the data is really of current business value
- A structured framework for capturing this critical business data



**ICDL**

- ICDL's 'Early Warning' market map. This is a standardised view of the market designed to enable organisations to identify changes in the market dynamics at the earliest possible opportunity. This enables you to maximise your differentiation and competitive advantage on an ongoing basis.

This workshop equips participants with the tools, approach, process and rigour required in capturing usable, valuable data which will form a clear market picture as it stands, whilst also becoming the input feed to ICDL's analytical workshops such as Market Analysis, Offering Analysis and Portfolio Analysis.

Research for Marketers is designed for organisations operating in crowded, complex and fast moving markets. This event is for senior, highly experienced marketers, or for the key people who make up a company's research team

Knowing how challenging this work can be for many organisations, ICDL also offers an outsourced service, using the Research for Marketers Workshop process, where ICDL delivers key market knowledge, packaged into reports, designed uniquely to match the environment in which your business operates.

### Duration

This is a two day event.

*Note:* this workshop requires continuous access to the internet for all participants. Participants will need their own laptops with them for this workshop.

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail [enquiries@thebusinessaccelerators.com](mailto:enquiries@thebusinessaccelerators.com)

Intellectual Capital Development Limited  
Longstaff House, 47a Denmark Street  
Wokingham, Berkshire RG40 2AY  
T: 0870 203 1010  
T: +44 (0)118 979 8433  
F: +44 (0)118 979 9998  
[enquiries@thebusinessaccelerators.com](mailto:enquiries@thebusinessaccelerators.com)  
[www.thebusinessaccelerators.com](http://www.thebusinessaccelerators.com)