

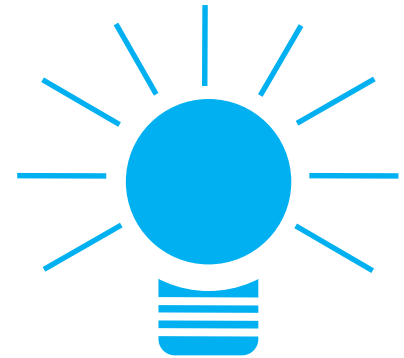
# Translating Market Research into a Language for Marketers



**Market research is at the heart of all great marketing.**

It helps us understand and validate situations, and synthesize the information into actionable marketing strategies.

Unfortunately, many marketers are challenged by comprehension – most market research is confusing. Research outputs usually look like complex reports and big data analyses. Simply put, these types of research deliverables are too complicated to be understood meaningfully.



**To make market research work for marketers, it must be translated into their language.**

To really grasp the meaning of market research, it needs to be condensed, boiled down, and communicated back in a way that resonates with marketing audiences. It's data presented as facts, findings presented as insights, and complex research presented as actionable next steps.

That's why S2 Research is proud to present our new white paper: *Translating Market Research into a Language for Marketers*.



**In it, you'll find a simple five-step process marketers and market researchers alike can use to translate research into action for marketing.**

Throughout the following pages, you'll find examples of techniques and methods you can use today to help your marketing team fully grasp market research insights.

We hope you enjoy.

***"Any fool can know. The point is to understand."***

***-Albert Einstein***

# Translating Market Research into a Language for Marketers



## STEP 1

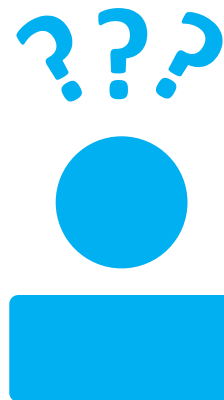
### Ask the Right Questions to Discover What It Means.

Your first step in translating market research into a valuable tool for marketers is to understand why the research is important. That requires you to ask several questions about how it all ties together.

When we examine our research, we need to first ask ourselves how it fits into our marketing, in order to create a narrative about the data.

- What does this mean for our audience?
- How does this impact their path to purchase?
- What marketing opportunities and challenges does this research create?

When it comes to research, what marketers are looking for is the meaning of it all. That involves deciphering it through a quizzical process, weighing out the findings through a very 'marketing-focused' lens.



### Examples

*Imagine you're looking at a massive dataset of audience survey data. When you have data like this, you need to analyze the numbers to find the insights hidden behind them. **Can you discern from that if your audience spends more than the market average? Or if certain demographics appear to have more impact on the overall bottom line?***

*Pretend you have interview transcripts, or even just notes from a conversation, and you need to understand the story the customer has told you. **What were the pain points and inherent nuances that came through the strongest? What were the defining takeaways from their experiences?***

*Assume you have a large list of articles and insights from secondary sources, and you need to know the prevailing theme across their insights. **Can you decipher the key findings that come from synthesizing all of your research? Can you draw conclusions from the summaries of the sources?***

Taking the time to ask the right questions, consider what's most important, and eventually *know* what your research really means is one of the most critical steps of the translating process, which is why it's placed as Step 1 in our translation process.

# Translating Market Research into a Language for Marketers



## STEP 2

### Remove Everything that Doesn't Matter.

Research is valuable only when it's relevant. When you conduct market research, what you'll often find is that some of your findings won't actually have that relevant 'stickiness' that fits into your marketing. That's the point – you're digging for treasure, which is going to reveal a lot of sand and rocks along the way too.

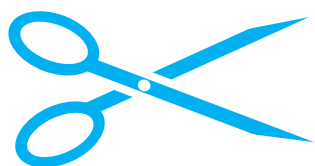
When you're translating your market research into marketing, keep *only* the parts that matter to the narrative of your findings. What remains will be the core story you want your marketing audience to retain. **Eliminating the unessential is how you're going to get there.**

#### Examples

*Pretend you're looking at a large amount of secondary research – articles, existing studies, and even data from past campaigns. A large chunk of this information is going to be redundant. It won't matter for marketing, and much of it can be assumed accurately by the marketing team. Cut it.*

*Instead, focus on the nuggets that matter most. Do certain segments exhibit interesting pain points? Do certain messaging strategies resonate more than the norm? Hone in on these insights and eliminate everything else.*

*Let's say you have data on your audience, and it's broken out by demographics. Imagine you have four audience segments listed. Three of them are nearly identical. The fourth, meanwhile, has very different buying habits and need states from the rest of the group. When translating, this is when you can almost eliminate the other three groups, and instead focus your translation-attention on this unique fourth group, which may have a serious impact on your marketing.*



The parts that matter, the insights from your research, are the focus of your translation and reporting. Emphasize those points, **ignore the rest**, and you'll begin to see the pieces that will resonate most with your marketing audience.

***"It is my ambition to say in ten sentences what others say in a whole book."***

***-Friedrich Nietzsche***

# Translating Market Research into a Language for Marketers



## STEP 3

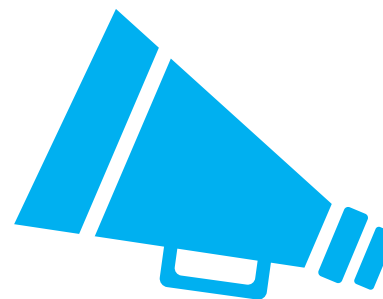
### Be Clear About Why It's Important.

At this point in your process, you've fine-tuned what your research is saying and you've honed in on the parts that matter most. **Now, you need to describe why your findings are so vital to marketing.**

Research might not always be considered the most creative component of the marketing mix, but in translating from research to marketing, researchers definitely get to put on their creativity caps.

Throughout the first two steps, you've latched on to the insights that will impact your marketing. Now, you're tasked with describing how they fit into the marketing process.

**To do this, we need to first find the nuggets of information that can truly make an impact on your marketing.**



#### *Example*

*Pretend you've latched onto some critical aspect of buyer behavior. How do you envision this fits into the marketing process?*

*Let's say you've identified a specific audience segment with a potentially large impact on total sales. You've also identified that this group spends a lot of time playing mobile games with social networking components. This means you have a chance to reach the buyer in a specific media outlet, and you can use media-specific messaging to resonate further with the audience.*

***Explain that. Describe how the insights impact media strategy, messaging strategy, and even creative development.***

Market research insights are meaningful because they create opportunity for great execution of marketing tactics. When you express how those tactics are impacted by the insights as part of your market research translation process, you'll be able to clearly explain research in a way that reaches and inspires your marketing audience.

# Translating Market Research into a Language for Marketers



## STEP 4

### Tell the Story You've Uncovered.

In Step 3, we divided our research into meaningful nuggets. Now, in Step 4, we're going to weave them back together into a tantalizing tale that talks to the creative side of our marketing audience.

**Marketers are storytellers. They use their craft to create narratives that move audiences to action.** To translate research into marketing, we're going to focus on the inverse of that truth.

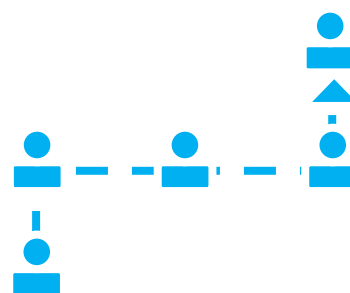


Stories resonate with marketers, and to really make research a valuable tool for marketers, you need to turn your research findings into a deep, engaging story.

Start by explaining who your audience is. Build out descriptions of your most vital audience segments, and give them full personas, complete with names, backgrounds and lifestyles.

From there, explain your characters' journeys. Focus on what they hope to accomplish in a day, a week, and a month, and be sure to paint their challenges into the scenario as well. **And throughout it all, demonstrate how, where, and why your marketing category fits into that narrative.**

Finally, wrap your tale in hope. All great stories work to facilitate change in their characters. In the same vein, marketers work to present their products or services as the solution to customers' challenges. Describe that chance for change throughout your compelling case, and the opportunities your market research has uncovered will come resonate with your marketing audience.



***“Marketing is no longer about the stuff that you make, but about the stories you tell.”***

***-Seth Godin***

## A Quick Note about Audience Segments and Buyer Personas.

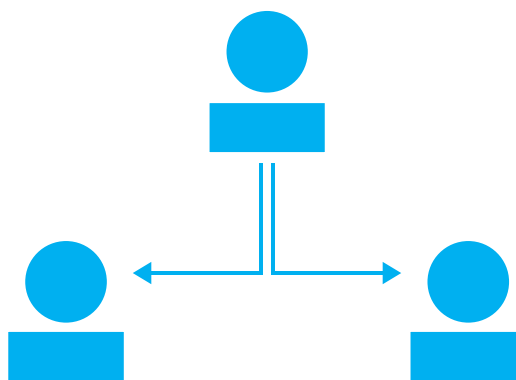
Imagine you're having a dinner party, and you're going to invite two friends. Each friend has a vastly different personality. One friend is wild and loud, and loves joking around. The other friend is much quieter, and prefers serious conversation to banter.

**So, here's the question: if you're going to send them each a text inviting them over, do you send them both the same text?**

If you're like most people we spoke to, the answer is no. Inherently, we all understand that these two different friends – these two different audiences – respond to different messages. What we often fail to remember is that marketing works the same way.

**Audience segmentation is the understanding that audiences are made up of many different types of individuals.** While almost no two individuals in your market are ever exactly the same, market researchers have become adept at locating commonalities within large groups, in order to identify a significant body of likeminded segments.

These are audience segments – portions of your audience, each defined by similarities, and overall divided and characterized by how they think and feel, often in relation to your brand.



What's a buyer persona then? **A buyer persona is the actual story behind that segment.** Who is this person? What is their name? How do they think and feel? If you had to tell a story about this person, what would it say?

Buyer personas humanize our audiences. They allow us to remember that, and the end of the day, our marketing is similar to sending a text message to a friend for dinner. We can ask ourselves if our messaging, our media strategy, everything, is appropriate for Friend A or Friend B – for Sam or Chris – and the self-guided answers we get back will often lead to groundbreaking marketing.

# Translating Market Research into a Language for Marketers



## STEP 5

### Incorporate Visualizations and Representations.

If brevity is the soul of wit, and a picture is worth a thousand words, then visualization might be the epitome of effective market research translation.

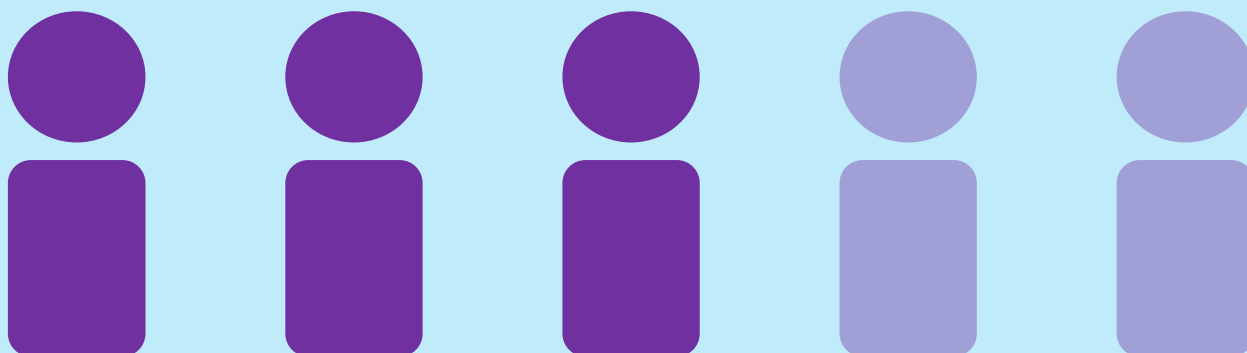
Using visualizations and data representations to communicate a portion of your research findings is one of the most meaningful methods for telling the story hidden within your market research findings. This is because we, as humans, respond differently to visuals than written words. Images are also 'sticky,' meaning they'll be one of the things your team remembers most from the final market research product.

When visualizations are used in concert with memorable writing, the research results in a compelling story that has the highest likelihood of resonating in the minds of marketing audiences.

#### Examples

*Say you've identified a customer segmentation that accounts for 60% of your total audience. You can use a pie chart here, or even use a simple visualization like we've outlined below.*

*Here, we've reduced our 60% to something more meaningful – in this case, 3 out of every 5 members of the audience. This simple visualization helps illustrate that, if you are ever speaking to 5 members of your total audience, 3 will fall into the audience segment we've identified.*



*Step 5 Examples Cont.*

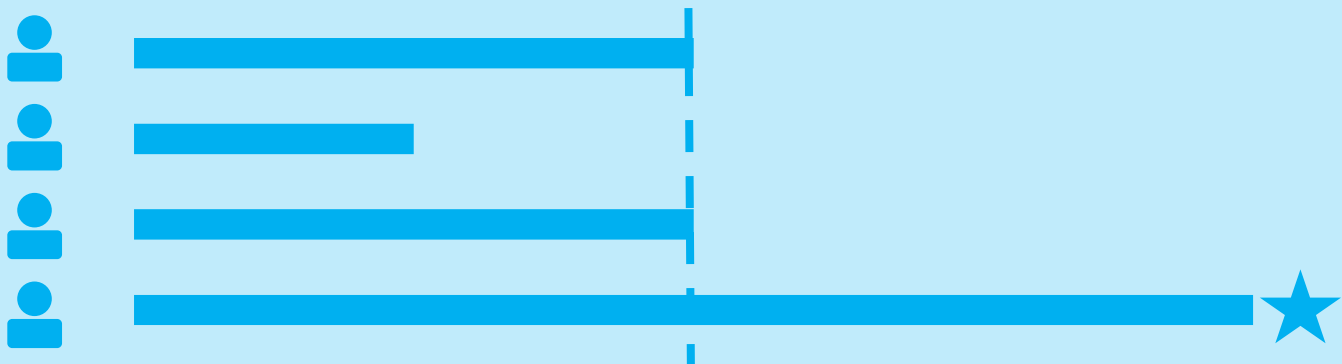
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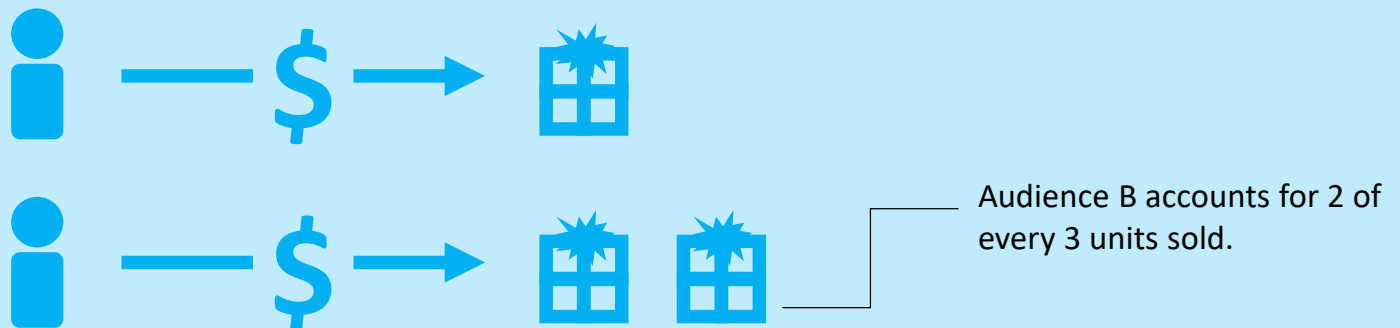
## STEP 5 (Cont.)

### Use Visualizations and Representations.

*Imagine you've discovered that a specific audience segment comes into your store twice as often as the average customer. Here, we're using a simple bar chart visualization with some added visual elements to demonstrate the difference in frequency of visits by audience.*



*Assume you want communicate that the identified audience purchases twice as often as the average customer. In this example, we use another simple visualization, with added explanatory text, to show that 66% of all products purchased are bought by one specific target audience.*



Keep in mind, when we're talking about visualizations, we're not necessarily just saying graphs and charts. Sure, those are staples of market research that serve a major purpose. But simple graphics, used as data representation tools, can equally go a long way.

Communicating some of your most pressing audience insights through graphics, charts and more, helps ensure your marketing audience understands what is most important from the research.



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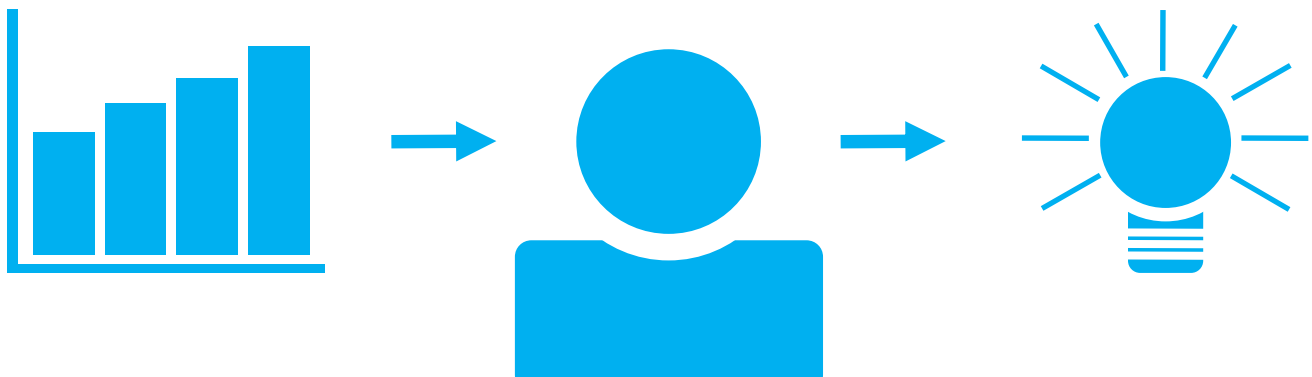


## Communicate to the Communicators.

Most marketers aren't market researchers. They're tactical, visual, creative storytellers. They need the right information, and they need to be able to quickly decipher it and incorporate it into their strategies.

**The most important thing to remember when translating market research for marketers is that you need to speak the language of marketing.**

Great research is only as useful as the parts the audience can comprehend, retain, and utilize. For marketing audiences, this means short, sweet, and to the point, combined with creative copy and engaging visuals. The end result is a thorough breakout of great insights, organized in a way that inspires creativity and unlocks great strategy.



***“Some people use research like a drunkard uses a lamppost – for support, not illumination.”***  
***-David Ogilvy***

# Translating Market Research into a Language for Marketers



Hi, I'm Matt Seltzer. I do Market Research for Marketers like you.



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Right now, more brand and agency marketers are tapping into market research insights than ever before. But, if your team doesn't yet have access to an in-house research team, incorporating those insights might seem more perilous than profitable.

**That's why I started S2 Research - to help more marketers add research back into their marketing.**

I've spent my career conducting great market research and managing marketing strategy. In that time, I've come to recognize that marketers and market researchers struggle to communicate with each other. Fluent in both languages, I'm now serving as an effective translator between the two worlds.

A life-long fan of great marketing, I've overseen award-winning work at ad agencies and individual brands across travel and tourism, gaming, hospitality, consumer goods and services, for-profit education, and commercial real estate. I also hold degrees and certifications in marketing, organizational psychology, data analysis, and data visualization.

**Looking for a great guest speaker to inspire your marketing team? Give me a call! I'd love to share more information about market research and marketing!**

**To have greater marketing, you need greater insights. I started S2 Research to fulfill that need.**

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