



TheGredeCompany

30-SECOND MARKETING TIP



Inexpensive Market Research

Good research need not be expensive.

Want to know what's new in the industry?

Ask your trade magazine sales reps. They often see your suppliers and competitors every day. You can learn what new products may be available, or even what promotional techniques may be most effective.

Want to know what's new in your market?

Ask your local chamber of commerce. They can be a fountain of information, with market profiles and regional statistics, most available for free or for a nominal charge (provided you're a member).

Use LinkedIn to research your competition. You might even find a valuable employee you can hire away.

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