



TheGredeCompany

30-SECOND MARKETING TIP



Primary vs. Secondary Research

There are two different types of research you need in order to understand your customers: Primary and Secondary.

Primary research is research you do yourself; secondary research is research conducted by others.

Primary research consists of surveys and focus groups, interviews and case studies. Laborious, time consuming, and often expensive.

Secondary research is easier and cheaper. Industry trade groups and trade magazines offer heaps of information on your industry, such as buying and selling habits, peak selling months, or a geographical breakdown of the highest consumption areas for various product categories.

Trade magazines may even publish lists of the sales people, manufacturers' representatives, and wholesale distributors for your industry. Just ask.

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