4 solutions to supercharge your marketing efforts

How marketers can create campaigns, launches, and programs that deliver better outcomes

Turning up the volume on all marketing programs

Another year, another cycle of product launches, events, ad campaigns, and demand gen initiatives. It's easy to fall back on what's worked in the past and put a new face on a proven approach.

But marketers need to do more to be successful this year. An up-and-down economy, crowded marketplace, and spending and workforce cuts are putting pressure on marketers to deliver—and the status quo may not cut it. According to a recent SurveyMonkey study, [1]56% of marketers say their company plans to take risks this year, vs. playing it safe.

Expectations are up at the same time that marketers are searching for new ways to show their impact. Eight out of ten leaders say their teams are facing increased performance expectations. And, less than a third (31%) of marketers say they will reach all their goals this year.

Maybe it's time to seize the day

The good news is that the majority of marketers are willing to try something new. In our study, two-thirds of marketers said they value the flexibility to experiment and discover new ways of doing things over sticking with established processes.

Now might be the time to do things differently. A successful go-to-market strategy or creative campaign may feel like part luck, part expertise. But there are a lot of steps marketers can take to go to market with confidence. A down market might raise the stakes, but marketers can still develop campaigns that have a higher likelihood of success.

That's where insights come in. Marketers need to understand what messaging and product strategies will resonate with their target audiences before investing in a campaign or launch strategy. This means uncovering trends before or as they are happening instead of chasing the market. And it means designing programs that are optimized to make an impact and show results, fast.

[1] SurveyMonkey study conducted in January 2023 of 1,127 workers in the US, including 544 marketing professionals.

66%

of marketers are looking for new ways of doing things vs. sticking with the status quo

Feedback is fuel

Going to market with the right campaign elevates all marketing metrics: it improves ROI, motivates sales teams, and delivers a positive impact to the team. An agile research strategy that provides in-the-moment market and customer insights can inform decisions that will elevate all your launch efforts.

Stale, static data from last quarter—or even last month—can create blindspots around how marketing efforts are tying back to pipeline and revenue. Almost a quarter (24%) of all marketers say it is difficult to measure the impact of their campaigns or decisions.

The old model of getting feedback from an agency or from dated systems can't keep up with the needs of marketers, and is hampered by a list of blockers.

The old way:

1. Static and retroactive data equals less relevant insights

2. Lack of control over what data is collected and how it shows value and impact

3. May sacrifice quality for speed (and vice versa)

4. Can be hard to share and apply insights across teams

5. Lacks AI to surface meaningful insights and ensure quality results

6. Requires paying an agency or specialized team

The new way:

1. Agile research provides up-to-the minute streams of insights

2. More control over data so insights are available when needed

3. Collected data is both timely and accurate to anticipate trends

4. Easily track and share insights with broader team

5. Leverage advances, like AI, to uncover what's driving market changes

6. Save time on manual analysis by harnessing research technology

4 solutions marketers can use to elevate their campaigns

A new go-to-market launch or product campaign can be a great way to energize and build momentum for your company or brand. But now is likely the wrong time to pull out all the stops on an unproven effort. Smart marketers will listen to the market before they act, and make sure they are tapping into trends rather than forging a new or untested path.

SOLUTION SPOTLIGHT

Usage & Attitudes

Tap into how your target audiences feel about your brand and products

Good marketing starts with a hyper understanding of what your target customer thinks, feels, and wants. Tying those wants into what your product provides is a big part of creating messaging and content that resonates with the customer—and motivates them to take the next step.

Developing buyer personas has become a popular—and effective—way to market to a target audience that has common attributes. But this approach only works if it's informed by current and accurate data that includes both scale and context. Quantitative research can provide insights but lacks context, and customer interviews or shadowing on sales calls offers anecdotal data but lacks scale.

Marketers need to be constantly listening to the market to understand trends, competitive moves, and what they can do to capture new business—especially during times of change.

For example, online course creation platform Kajabi was challenged with identifying and expanding its buyer personas. The company was focused on creators, entrepreneurs, and single-person businesses, but knew it needed to branch out. Kajabi ran a usage and attitudes study to understand buyer challenges and build out new targeted personas. The data it collected drove better decisions and was the starting point for building a foundation of ongoing research to inform its entire funnel—from brand strategies to demand gen and sales activities.

> " This type of market research helps us quantify problems, understand their context a bit better, and brings our customers to the table when it comes to decision-making."
>
> **Caitlin Roberts**
>
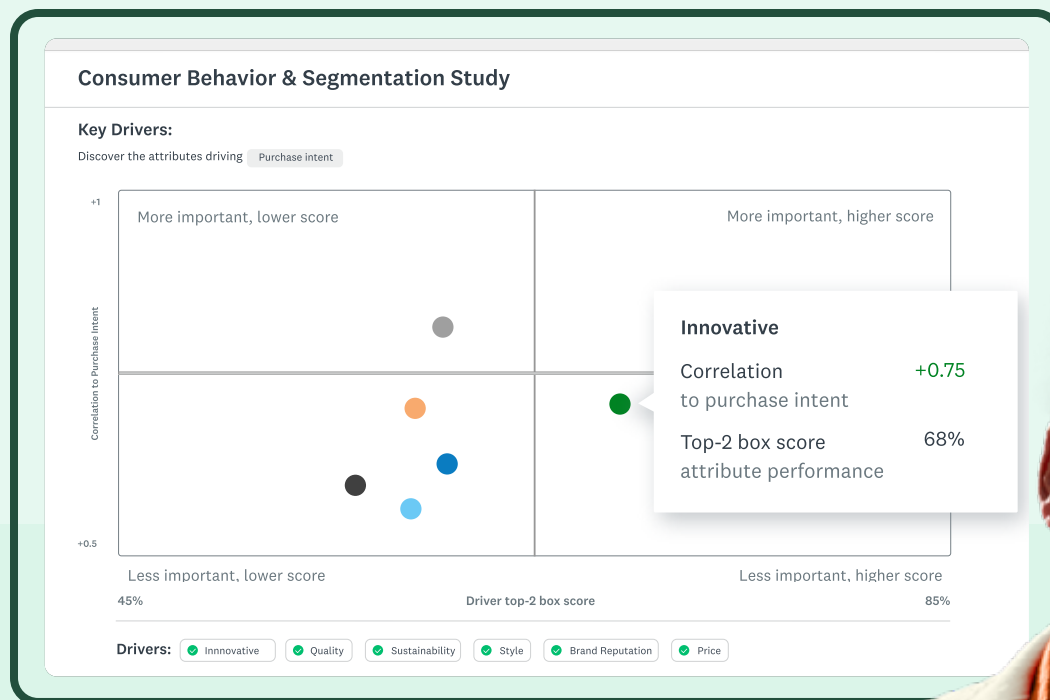> Senior Product Marketing Manager at Kajabi
>
> **KAJABI**

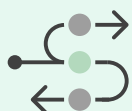# Uncover consumer preferences, usage, and attitudes

A [usage and attitudes](#) study can be a great starting point for marketers who want to learn more about their target market. This kind of study will help you understand your target audience's attitudes, behaviors, and demographics, plus answer that golden question: what's going to drive purchase behavior?

With insights from a usage and attitudes study, marketers can survey target buyers at scale, create buyer profiles by demographic, psychographic, firmographic, and behavioral characteristics, and quantify and prioritize top challenges. These findings can trickle down into go-to-market messaging and strategies, and help product marketers understand and improve purchase conversion rates.

Consumer Behavior & Segmentation Study

Key Drivers:

Discover the attributes driving Purchase intent

+1

More important, lower score

More important, higher score

Innovative

Correlation   +0.75
to purchase intent

Top-2 box score   68%
attribute performance

Correlation to Purchase Intent

+0.5

Less important, lower score

Less important, higher score

45%   Driver top-2 box score   85%

Drivers: ✓ Innnovative ✓ Quality ✓ Sustainability ✓ Style ✓ Brand Reputation ✓ Price

Key metrics to capture

Usage patterns: develop personas that have similar usage and preferences
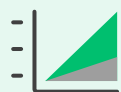
Key driver analysis: uncover what has the highest correlation with purchase intent

Understand purchase process: learn who's involved, who owns budget, and where they seek out information
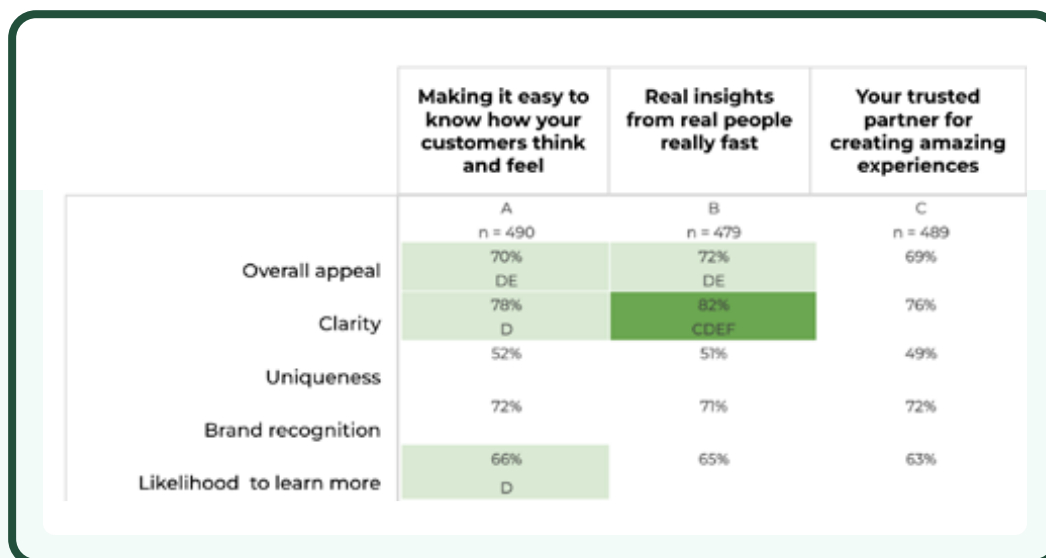
Ad & Message Testing

Create winning creative campaigns by testing and validating ideas before launch

Ads, messaging, content, videos—these are just a few of the ways marketers communicate with their target audiences. But figuring out what will resonate is too often left to trial and error. In our study, over a quarter (28%) of marketers said it was challenging to communicate with their target market.

Click-throughs and conversions can give some indication of what's working, but don't tell the full story. In our research, only a third (34%) of marketers said it was very easy to measure the impact of campaigns or decisions. Too often, there's a blindspot between what the marketer is communicating and how it's being received. And that gap is the difference between a winning go-to-market strategy and a fail.

The best way to address this is to know what resonates with your target audience before you go to market. Today's agile research solutions make it fast and easy to test messaging and ads with your ideal audience, and get some assurance that your ideas will actually land in market.

Here's a homegrown example. In 2023, our product marketing team ran a headline test for our SurveyMonkey homepage. We chose 6 headlines to test, each of which corresponded to a value proposition, category, or platform message. Our leadership was pushing for a message that focused on competitive differentiation. However, two messages won by a landslide, and both relied on the value proposition of ease and speed. The data was delivered in a presentation ready-format, which made it easy to sell to our executive staff.

	Making it easy to know how your customers think and feel	Real insights from real people really fast	Your trusted partner for creating amazing experiences
	A n = 490	B n = 479	C n = 489
Overall appeal	70% DE	72% DE	69%
Clarity	78% D	82% CDEF	76%
Uniqueness	52%	51%	49%
Brand recognition	72%	71%	72%
Likelihood to learn more	66% D	65%	63%

Example: SurveyMonkey homepage headline test

How to get ahead with ad & message testing

Pressure test messaging, ads, taglines, headlines—before you commit to a specific direction. An ad or message test can help you make the most of your resources and avoid investing in the wrong thing—which will help build stronger ROI.

This kind of research would traditionally take weeks to outsource, and by then you're working with stale, retroactive data. Today, you can quickly test an ad or message with your ideal target audience and collect feedback in hours. Insights are returned in presentation-ready scorecards so you can easily share the results with stakeholders.
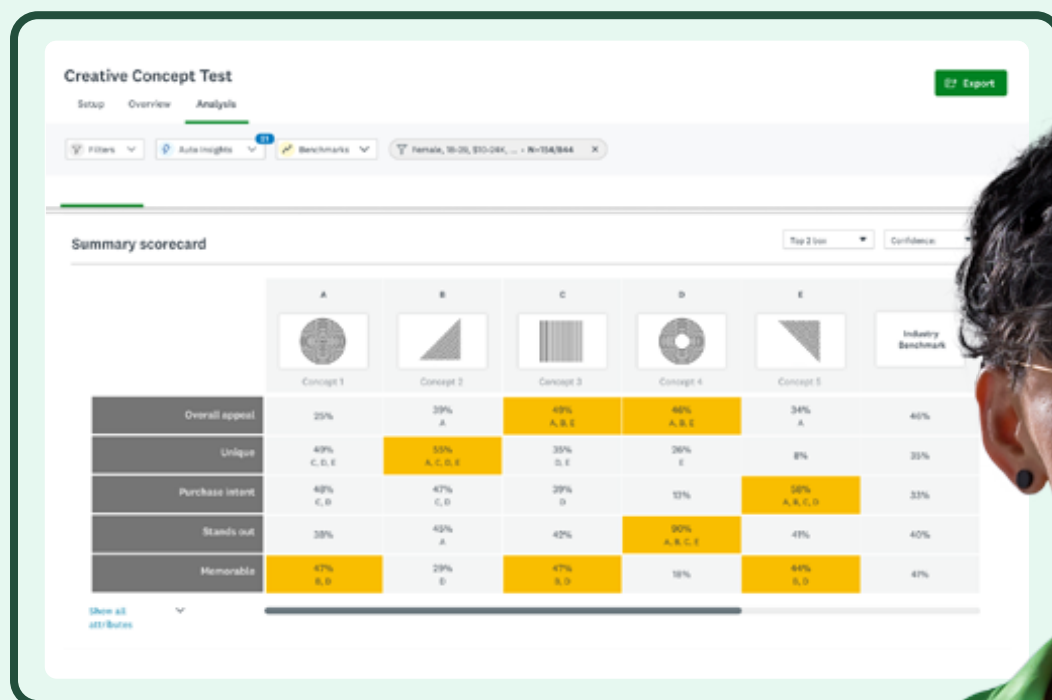
Key metrics to capture

Attributes: capture insights on ad or message relevance, uniqueness, appeal, purchase intent and more

Industry benchmarks: compare your messaging and ads to your competitors

Key driver analysis: pinpoint which messages have the highest correlation with purchase intent

SurveyMonkey Enterprise with Audience online panel

Establish authority and credibility with thought leadership

Marketers are concerned about a competitive marketplace, and rightfully so. According to our study, over half of marketers say their company is facing more competition than last year, and less than half (47%) expect their company to gain a competitive edge during a downturn.

Thought leadership is a great way for companies to distinguish themselves by showcasing their knowledge in an industry or subject. Increasingly, companies are polishing their reputations as category leaders with thought leadership.

Here's a quick data point from a [SurveyMonkey study:](#)

Anchoring your messaging, content, and go-to-market strategy with a stat can help you attract attention to your products and elevate your brand.

Take Brex, the fintech company for high-growth companies and startups. Brex was gearing up for a product launch and unveiling new messaging at a trade show, when it decided it wanted to pack more punch. Using SurveyMonkey Audience, it launched a market research survey targeting finance professionals to capture insights around the challenges addressed by its new product.

It received insights in just 2 days and created a whole campaign around the data, including a report, takeaways, and the trade show presentation. It even tested a promotional jelly bean giveaway to see how finance people would respond to a subtle reference to "bean counters." (They were fine with it and the jellybeans were a hit.)

82%

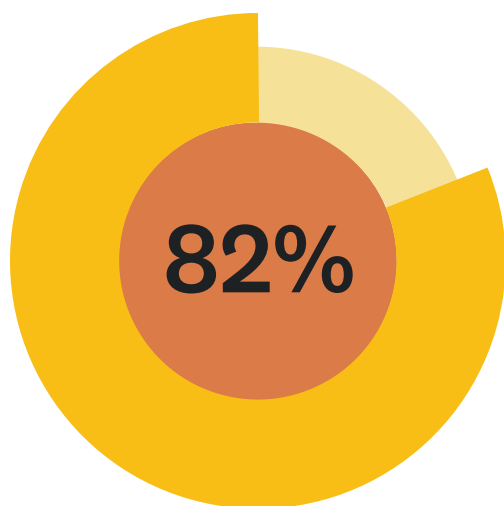of people would rather read an article based on data than a writer's opinion alone

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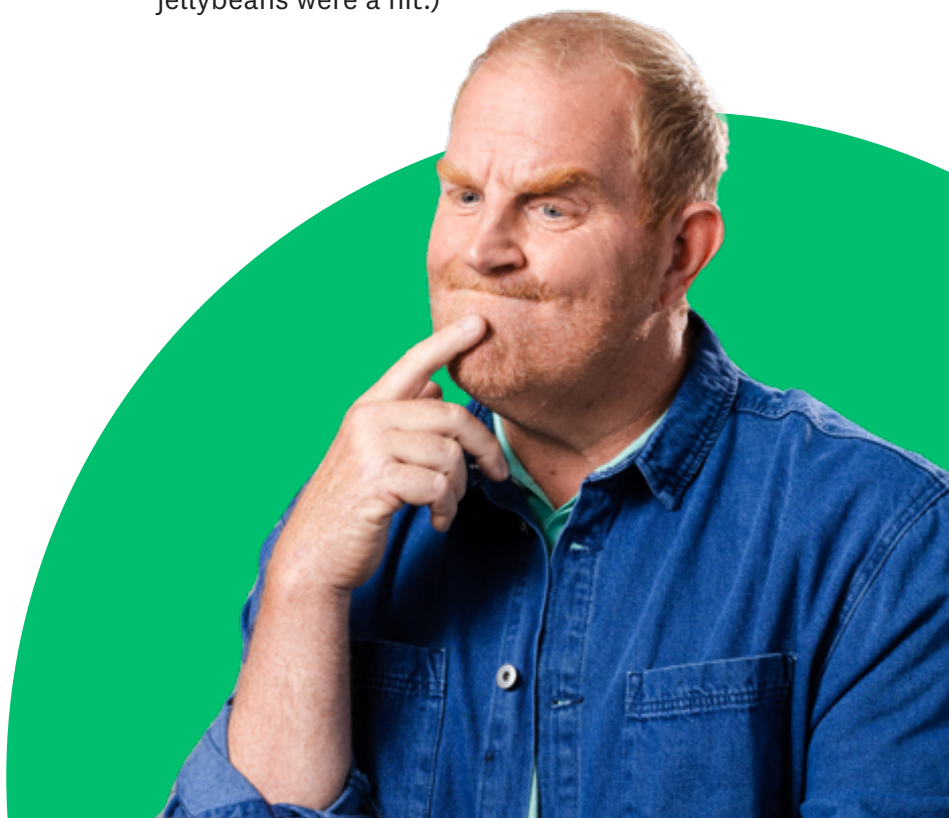## Here's a quick data point from a [SurveyMonkey study:](#)

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Supercharge your content with survey insights

Start your thought leadership efforts with a quick study that captures stats that will anchor your content. Use Survey Monkey Enterprise to design a survey, and capture the opinions of your ideal target audience with an online panel like SurveyMonkey Audience.

Targeting the solar industry? Launch an environmental study to uncover how consumers feel about key environmental issues like energy conservation and carbon emissions. Then use your findings in storytelling to show your target audience that you understand their industry and can solve their challenges.

Need to tap into niche audiences and hard to reach personas? It's easy to find your ideal respondents for market research by choosing from an audience of 175M+ people in 130+ countries using over 50 attributes. Then, develop a study that uncovers proof points that are critical to your target audience.

Create a survey using questions that harness AI-powered guidance, logic, and a variety of question types. Deploy a custom survey and collect insights and valuable stats in a matter of hours. Or, choose from 250+ expert-written survey templates you can easily customize.

Event feedback surveys

Create experiences that attract attendees and keep them coming back

Events are a great way to engage with prospects, with the added benefit of generating awareness and demand for your company and products. However, events can create a little—or a lot—of stress for marketers. Not only are there a lot of moving parts, but most events require a significant investment in time and money on something that has one shot to succeed.

With the stakes so high, it's kind of surprising that understanding what attendees care about often gets overlooked. Marketers focus on attracting a crowd to their booth, closing deals, or getting a high-profile speaker to anchor a keynote. But do your attendees' wants get lost in the shuffle?

Collecting attendee feedback post-event is easy; you can choose from a variety of pre-built survey templates to find out what worked and what didn't. However, smart marketers also reach out to attendees during and before the event to understand what kind of experience will resonate with participants. You can even launch a research study to non-attendees who are of a similar profile to your event audience to see what would resonate.

For example, when the Golden State Warriors moved to a new building, they saw an opportunity to get input from fans about which experiences they preferred; from email content to in-game entertainment. It wasn't just about new ideas for the arena—it was also the best way to make sure their investments drove results.

The organization gathered feedback constantly to keep a pulse on the fan experience and understand the value of new initiatives. Some of the feedback was surprising—an in-game experience survey revealed that fans weren't invested in halftime performances and preferred to walk around the concourse to purchase food and use the restrooms. As a result of this feedback, the Warriors introduced roaming jazz bands and set up new activities around the concourse. They also launched market research to non-Warriors fans and used those insights to inform their post-COVID reopening strategy, and more.

> " It is critical that we are able to get a pulse on what fans care about and understand our market so that we can optimize the fan experience and really differentiate our venue from all of the other entertainment options that are out there."
>
> **Brandon Schneider**
>
> President and chief operating officer, Golden State Warriors

Make sure your next event stands out

Successful events start with understanding attendees and the target audience. A post-event survey is a great starting point and a fast and easy way to collect feedback to inform your next event.

SurveyMonkey Enterprise has ready-to-use event survey templates to help marketers connect with participants, build trust, solicit opinions, and let participants know their feedback is valuable. Showcase your success and track it over time by collecting Net Promoter Score (NPS®) data and comparing it to past events.

Find out if attendees thought the event was organized, your booth was well-staffed, and if they got what they needed from the experience. Were their questions answered? Were the presentations valuable? Did your booth or speaking sessions stand out? Use the feedback to help teams improve and guide how you choose future vendors and speakers.

Try a pre-event survey to eliminate guesswork and invest in event activities that will resonate with attendees. You can even launch a quick market research study to the audience you hope to attract to see if your booth messaging or speaker topics are of interest.

How marketers can use feedback.

In our study, 43% of business leaders say they will gather insights to understand how their industry will shift during a downturn. Marketers can use feedback at each stage of the buyer journey and apply those insights throughout the marketing funnel—from campaign launch to conversion to strategies that build brand loyalty and product advocacy.

Ask.

Before your go-to-market launch, tap into sentiment from your target market and collect feedback on their needs, instead of guessing what they want. Pressure test messaging, ads, and offers before you create full-blown campaigns.

Listen.

Apply your insights to create programs that solve real problems. Listen to market feedback to understand why your programs work—or don't. Today's agile solutions allow you to tap into what your audience is thinking and collect insights in hours. Doing this kind of research doesn't have to derail your scheduled launch timelines and may even prevent blockers or crystallize project needs.

Act.

Develop and execute a plan that incorporates your findings. Provide proof your ideas will be successful by sharing research results with stakeholders and leadership. Build consensus for your ideas by providing context with data collected from your target audience. Reduce iterative guesswork and anchor your decisions with insights.

And as your campaigns mature, research can help you continue to refine your target segments, measure and optimize the effectiveness of your campaigns, and monitor the marketing activities that impact brand health.

Get the insights you need to ask, listen, and act

Make every brand campaign, product launch, and customer experience count. Learn more about our purpose-built solutions for marketers.

Start now

SurveyMonkey®