Digital marketing research

Market research is an essential part of running a successful business. A report on market research shows that the global market research industry is expected to grow by about 5% every year from 2022.

The best market research tools help companies identify their competitors, analyze consumer trends and preferences, and track customer satisfaction and product quality.

 **First: Definition of marketing research:** In 2004, the American Marketing Association provided an official definition of marketing research as follows: “Marketing research is the function that connects the consumer, the customer, and the public to the marketing man through information.

That information is used to:

1- Identify and define marketing opportunities and problems;

2- Generate and evaluate marketing activities;

3- Survey marketing performance;

4- Improve understanding of marketing as a process.

5- Marketing research determines the information required to address the previous issues,

6- Designing the data collection method,

7- Analyze the results.

9- Analyzing its impact

The definition includes the most important function of marketing research, which is linking consumers and customers with the marketing official within the organization, who will use the outputs of that research to provide the best value in the target market. In addition to that , the definition includes the uses of marketing research:

1- Identify and define marketing opportunities and problems;

2- Evaluating marketing strategies and the marketing mix;

3- Monitoring marketing performance, such as the development of sales volume and advertising effectiveness;

4- In addition to expanding basic knowledge of marketing phenomena

**Second : definition of Malhotra :**Malhotra defined it in 2011 as: “The systematic and objective process of identifying, compiling, analysing, disseminating, and using information with the aim of improving decision making, related to the identification and solution of marketing problems and opportunities.”

There are many important aspects that can be extracted from Malhotra’s definition of organized marketing research. Systematic planning is required at every stage of the marketing research process.

Digital Marketing research attempts to avoid subjectivity and personal or political causes , by providing the decision maker with accurate information that reflects the true situation of the phenomenon studied.

 Marketing research involves identifying the information required to solve marketing problems, and then designing appropriate methods for collecting, analyzing, and disseminating it in a timely manner to support the marketing decision-making process.

**2 Advantages and disadvantages of Internet marketing research:** Malhotra considered that the outputs of Internet marketing research differ in terms of accuracy and quality from those accomplished through traditional methods. Both “Evens” and “Mathur” in 2015 also provided many advantages to online marketing research, which we list as follows:

1 - The possibility of accessing the target community for study at any point in the world. This is why the Internet is considered the appropriate tool in the case of international marketing research projects.

2- Convenience: The respondent can take the time he needs to answer the questions, or return again to complete the remaining questions.

3- Obtaining data in real time. The marketing researcher can also obtain the database in moments once he has finished receiving the responses of the respondents.

4- Access to many sources of information: The Internet connects institutions, academic bodies, trade associations, government agencies, and Internet users.

5- User groups linked across the network

6- Ease of access to large samples due to the simplicity of the process of targeting people.

7- The presence of specialized research companies and access to global databases

8- According to the latest statistics from the “Internet World Stats” website, the number of Internet users reached more than 4.38 billion at the end of March 2019.

9- By resorting to the Internet, many costs can be avoided compared to traditional methods, such as translation costs and survey design.

10- Speed ​​and reducing the time required for research, such as the time between sending and receiving a survey via e-mail

As for the disadvantages, they are as follows:

 1- The problem of response rates, but it can be solved by providing small incentives

2- The research is impersonal, as the human element is absent, unlike in-depth research through a personal interview

3- Difficulty in identifying the targeted interviewee. Therefore, it is advisable to constantly use the phone to identify the interviewee

4- The problem of privacy and declared data

5- Websites continue to appear and others disappear, which makes it difficult for researchers to work because their analysis depends on websites that no longer exist.

**What are market research tools?**

A market research tool is a piece of software or website that helps you collect and analyze information from your customers.

Market research tools help you get information from your customers, but you also need to know how to understand the information and present it in a meaningful way to make good decisions.

There are many different market research tools out there, but they all have one thing in common: they help you get to know your target audience to improve your customer experience.

You can use a market research tool to look at any part of your business, from its products and services to its marketing strategies and customer service policies, and find out what will work best for your target audience.

### Question pro:Best for market research

If you're concerned about customer satisfaction, QuestionPro can help. It is a powerful software that allows you to conduct quick surveys to determine how your target market is responding. It is one of the best market research tools that solves the most challenging market research problems.

-2 Google Trends :Best for keyword research

Google Trends is a keyword research tool that you can use to make your content more search engine friendly. The tool provides SEOs and marketers with a lot of information about what people around the world are searching for.

With Google Trends, you can get a lot of information about what people are searching for most. You can break down results by region, time, and even search network type. It's the best way to find out which keywords are popular during a particular season.

3-Facebook insights: When running an advertising campaign for a start-up company, for example, it enables us to determine the audience’s visions, and it helps us in making specialized advertisements such as children’s clothing, so it gives me insights into the appropriate ages, colors, most used models, educational level of the parents, demographic age, location, and how much percentage of people interested in children's clothing and social status.