



HOW TO GET

Insights That Drive Product Marketing Success

ABOUT US

Experts in technology product management and product.

Specialize in training.

Trained hundreds of thousands of people at companies around the world since 1993.

STRATEGY

		Business Plan	Positioning	Marketing Plan
Market Problems	Market Definition	Pricing	Buyer Experience	Revenue Growth
Win/Loss Analysis	Distribution Strategy	Buy, Build or Partner	Buyer Personas	Revenue Retention
Distinctive Competencies	Product Portfolio	Product Profitability	User Personas	Launch
MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS
Competitive Landscape	Product Roadmap	Innovation	Requirements	Awareness
Asset Assessment			Use Scenarios	Nurturing
			Stakeholder Communications	Advocacy
				Measurement

EXECUTION

Agenda

Agenda

- Background

Agenda

- Background
- Product Management/Marketing Lifecycle Stages
 - Critical questions at each stage
 - Resources and tools to get answers

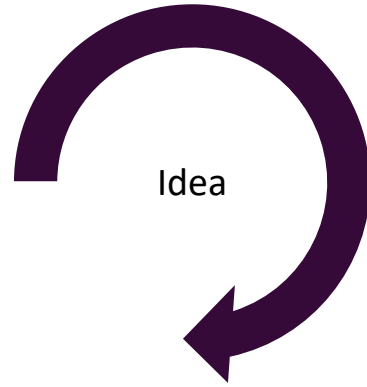
Agenda

- Background
- Product Management/Marketing Lifecycle Stages
 - Critical questions at each stage
 - Resources and tools to get answers
- Q&A

Quick Poll

How many hours do you spend engaging with customers and evaluators on a monthly basis?

- 0
- 1-5
- 6-10
- 11-15
- 16-20

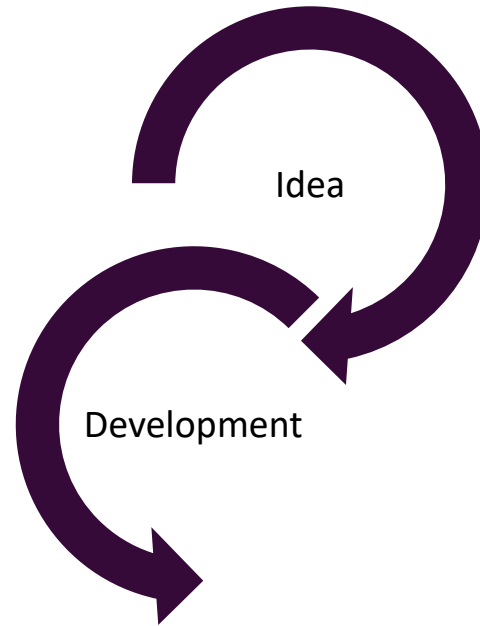


Development

Introduction

Growth

Maturity



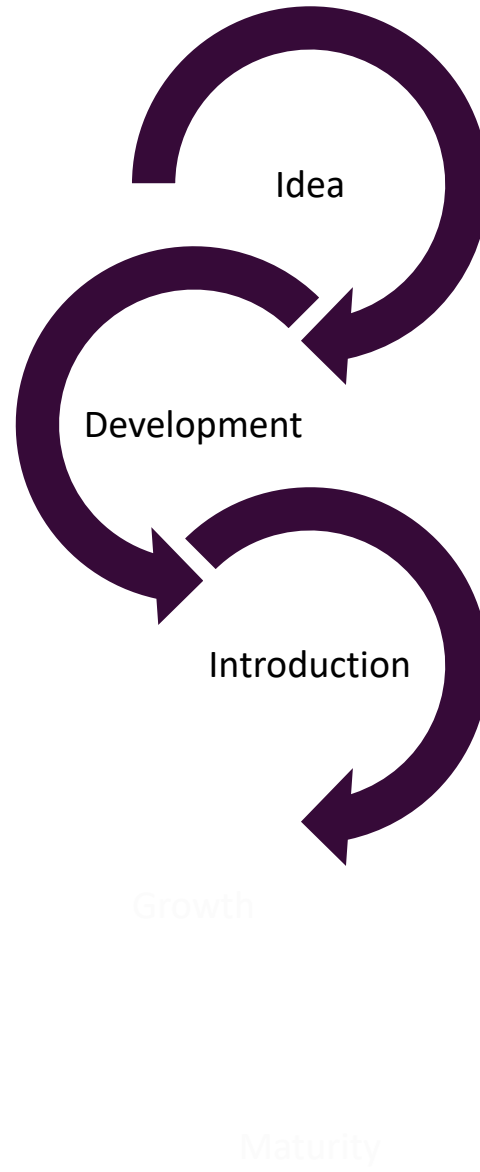
Idea

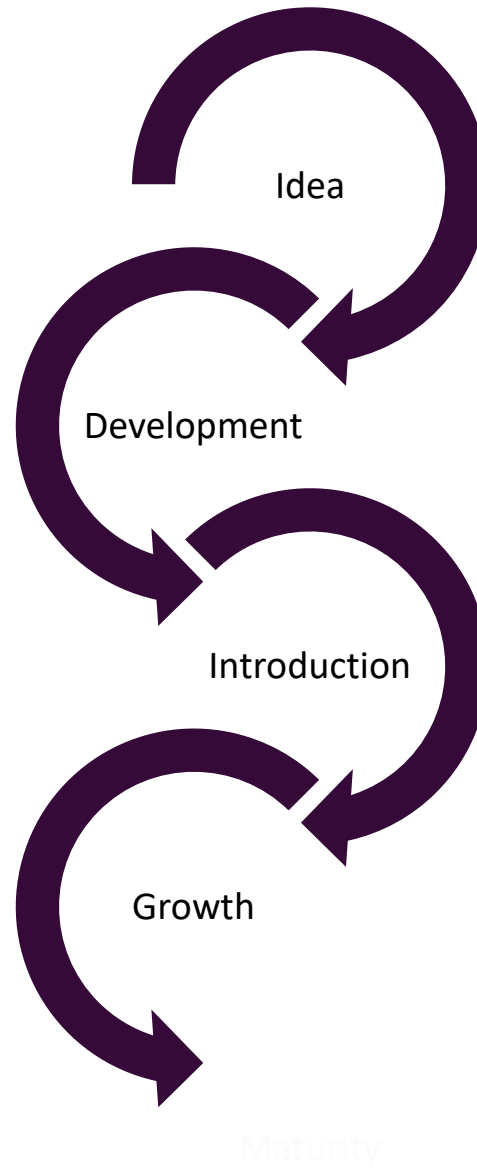
Development

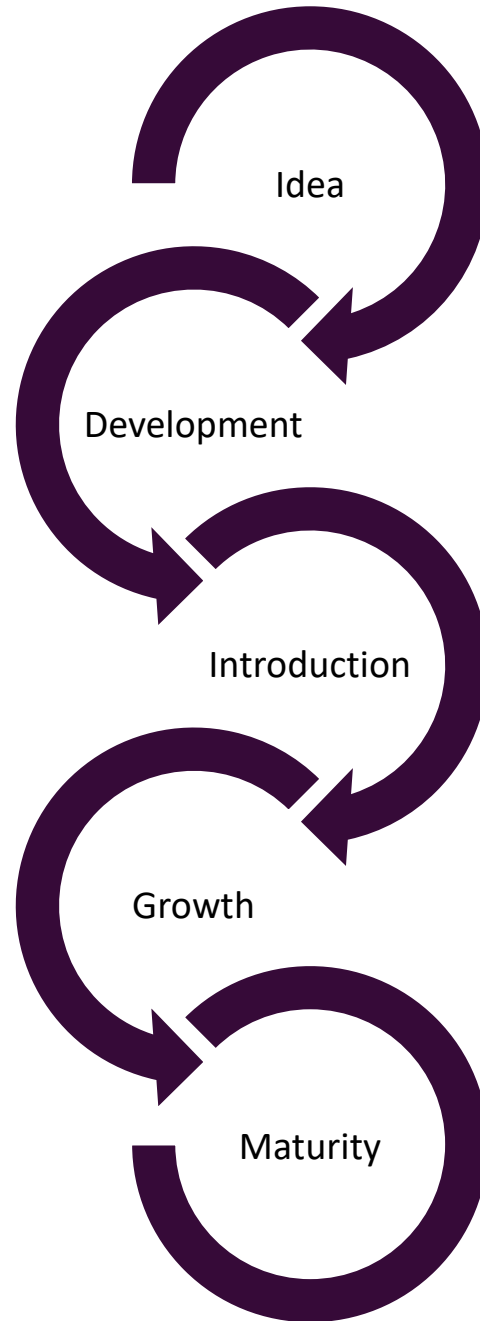
Introduction

Growth

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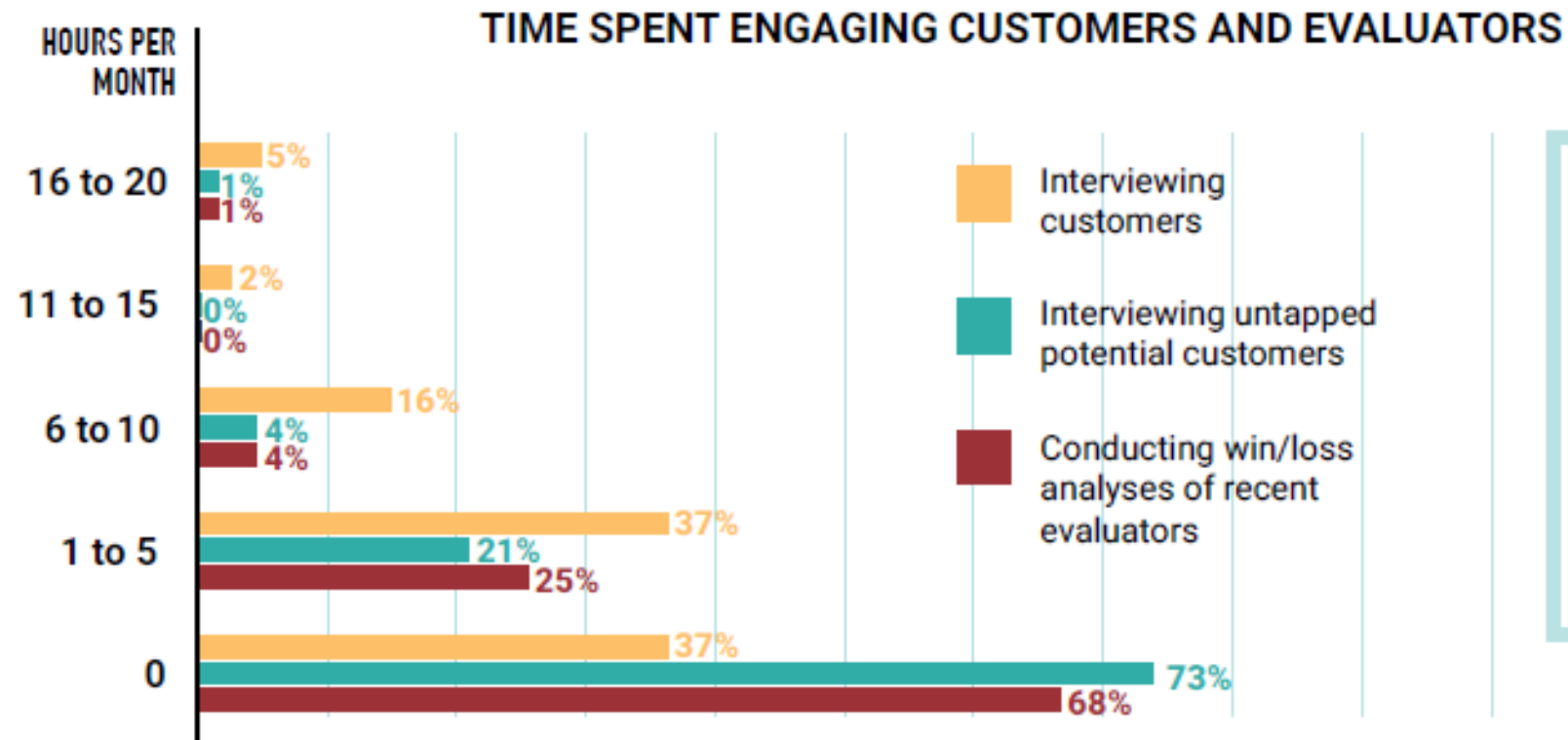






Audience Feedback: Poll Results

Background



Customer and evaluator feedback is critical for making market-driven decisions. Yet the vast majority of respondents spend less than 5 hours a month gathering feedback.

Quick Poll #2

What is your company's market focus?

- B2B
- B2C
- Both B2B and B2C

How To Get the Insights That Drive Product Marketing Success

Companion Toolkit to The Pragmatic Institute
Webinar



Audience Feedback: Poll #2 Results

Stage: Idea





Business To Business

vs.

Business to Consumer



Census Data

- Two possible pathways

Census Data

- Two possible pathways
 - Use your NAICS code (North American Industry Classification System code)

Census Data

- Two possible pathways
 - Use your NAICS code (North American Industry Classification System code)
 - If you don't know what it is -> enter “<Your industry> NAICS code” in any search engine

Census Data

- Two possible pathways
 - Use your NAICS code (North American Industry Classification System code)
 - If you don't know what it is -> enter “<Your industry> NAICS code” in any search engine
 - Then search for “Census Business Builder Small Business Edition”

Census Data

Census Bureau

Census Business Builder: Small Business Edition - 2.6

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

Construction

Food Services

Healthcare

Personal Services

Prof & Biz Services

Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction

Food Services

Healthcare

Personal Services

Prof & Biz Services

Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Go To Map

Create Report


Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)

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Census Data



Census Business Builder: *Small Business Edition - 2.6*

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

You selected: [Architectural Services](#)

Number of Establishments (U.S.): 21,636

[Clear Selections](#)

or Search for your type of business

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

[My Location](#)

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

[Go To Map](#)

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Release: 9-6 (Build 9)

Census Data



CONTENT

#1: Contents

#2: My Potential Customers

#3: Business Summary

#4: Building Permits

#5: Consumer Spending

#6: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for **California**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about **Architectural Services** businesses in **California**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **California**.

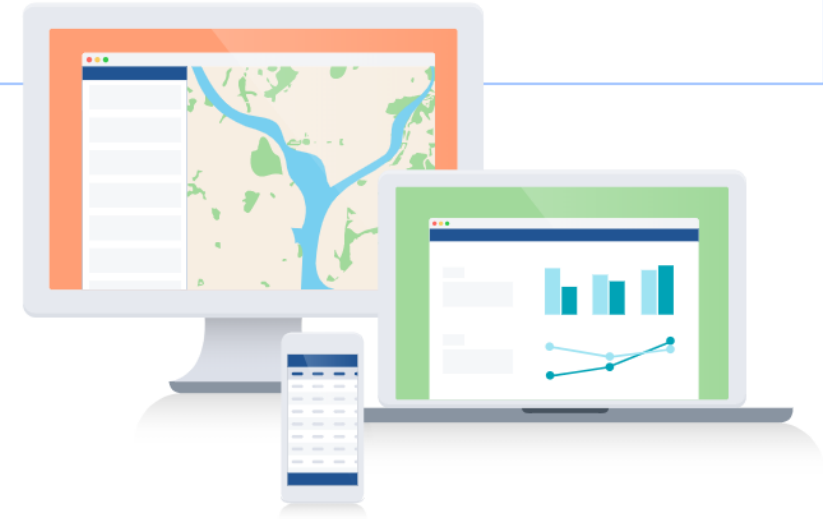
Census Data



Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

[Advanced Search](#)



Questions?

[What is data.census.gov?](#)

[When will American FactFinder \(AFF\) go away?](#)

[How do I get started with my search?](#)

[How do I save my results or search?](#)

[How do I access data by race, Hispanic origin, ancestry, or country of birth?](#)

Release Notes

[More data available](#)

[Table enhancements](#)

[Export to Excel](#)

[Multiple table download](#)

[Bug fixes](#)

[Full Release Notes](#)

Stay Connected

[Recorded Webinar: New Updates to data.census.gov - June 2019](#)

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Tell us how to make your experience better.

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Search

[Advanced Search](#)



Questions?

Release Notes

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Census Data



naics code 541310

ALL TABLES MAPS PAGES

About 95 results | Filter

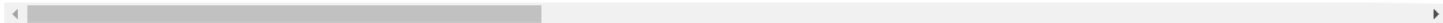
Tables

All Sectors: Summary Statistics for the U.S., States, and Selected Geographies: 2017

Survey/Program: Economic Census

Years: 2017 Table: EC1700BASIC

Geographic Area Name	2017 NAICS code	Meaning of NAICS code	Meaning of Type of operation code	Meaning of Tax status code	Year	Number of
United States	541310	Architectural serv...	All establishments	All establishments	2017	
United States	541310	Architectural serv...	All establishments	Establishments subje...	2017	



All Sectors: County Business Patterns by Legal Form of Organization and Employment Size Class for U.S., States, and Selected Geographies: 2017

Survey/Program: Economic Annual Surveys

Years: 2017 Table: CB1700CBP

ZIP Code Business Statistics: Zip Code Business Patterns by Employment Size Class: 2016

Survey/Program: Economic Annual Surveys

Years: 2016 Table: CB1600ZBP



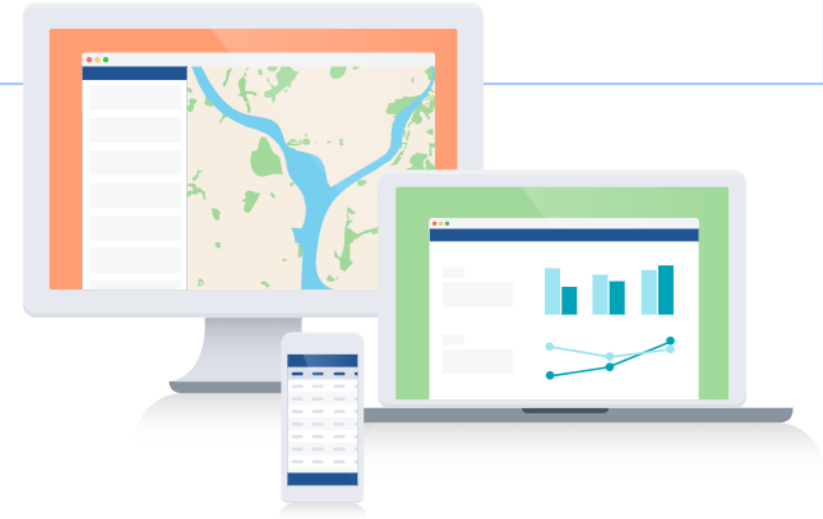
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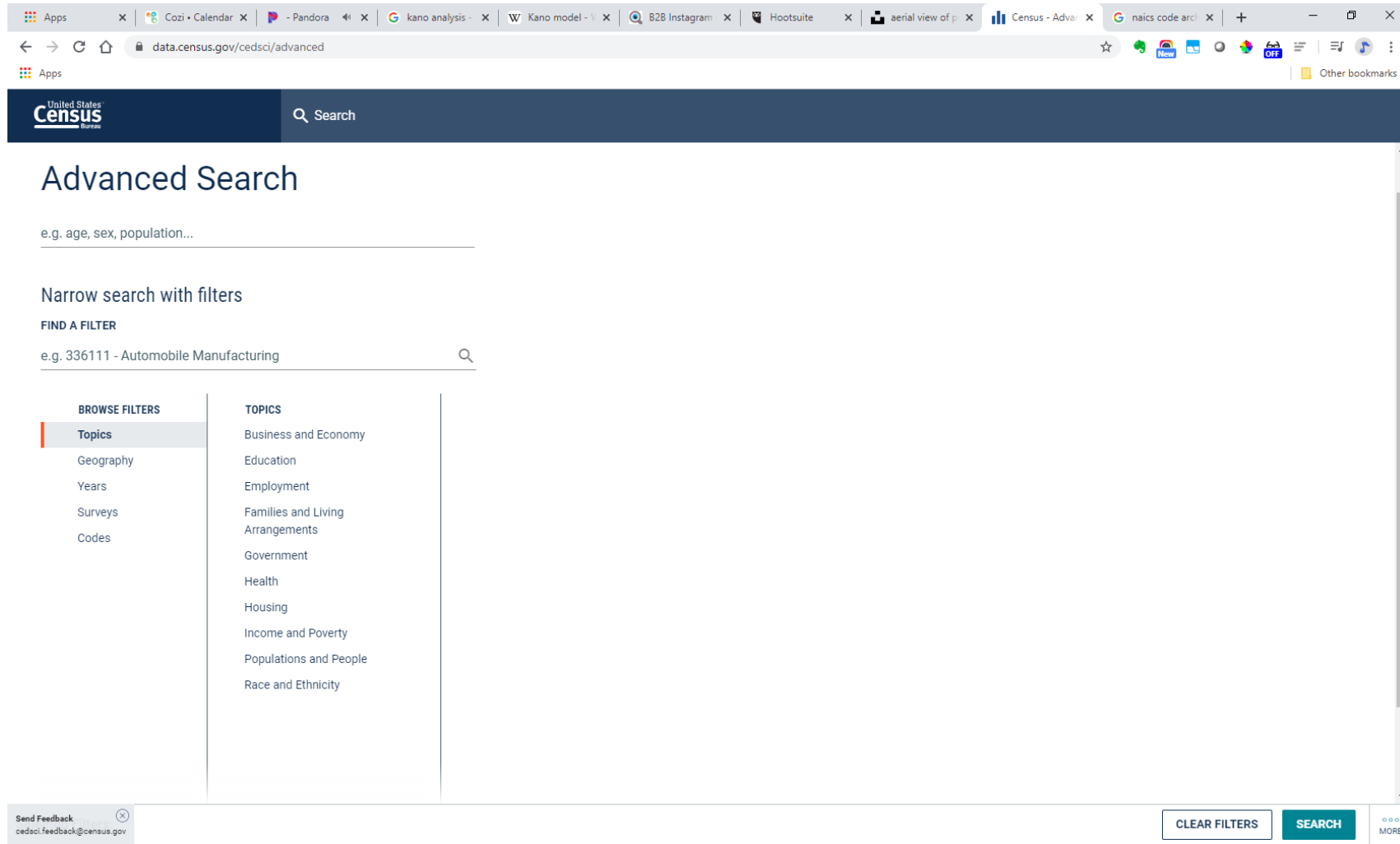
[Tutorials](#)

Our development depends on YOUR feedback
Tell us how to make your experience better.

cedsci.feedback@census.gov

[Send Feedback](#)
cedsci.feedback@census.gov

Census Data



The screenshot shows a web browser window with multiple tabs open. The active tab is 'data.census.gov/cedsci/advanced'. The page header features the 'United States Census Bureau' logo and a search bar. The main heading is 'Advanced Search', followed by a placeholder text 'e.g. age, sex, population...'. Below this is a section titled 'Narrow search with filters' with a sub-header 'FIND A FILTER' and a placeholder 'e.g. 336111 - Automobile Manufacturing'. The page is divided into two columns: 'BROWSE FILTERS' on the left and 'TOPICS' on the right. The 'BROWSE FILTERS' column includes 'Topics', 'Geography', 'Years', 'Surveys', and 'Codes'. The 'TOPICS' column lists various categories such as 'Business and Economy', 'Education', 'Employment', 'Families and Living Arrangements', 'Government', 'Health', 'Housing', 'Income and Poverty', 'Populations and People', and 'Race and Ethnicity'. At the bottom left, there is a 'Send Feedback' link with the email 'cedsci.feedback@census.gov'. At the bottom right, there are buttons for 'CLEAR FILTERS' and 'SEARCH', along with a 'MORE' link.

Apps x Cozi • Calendar x Pandora x kano analysis - x W Kano model - x B2B Instagram x Hootsuite x aerial view of p x Census - Advan x naics code arci x + -

data.census.gov/cedsci/advanced

Apps

United States
Census
Bureau

Search

Advanced Search

e.g. age, sex, population...

Narrow search with filters

FIND A FILTER

e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

- Topics
- Geography
- Years
- Surveys
- Codes

TOPICS

- Business and Economy
- Education
- Employment
- Families and Living Arrangements
- Government
- Health
- Housing
- Income and Poverty
- Populations and People
- Race and Ethnicity

Send Feedback
cedsci.feedback@census.gov

CLEAR FILTERS SEARCH MORE

We are hiring thousands of people for the 2020 Census. Click to learn more and apply.

Census Academy does not provide training for 2020 Census Jobs. Our content is geared to data users looking to learn how to access and use Census Bureau information on how to receive training for 2020 Census Jobs, visit 2020census.gov/jobs.

// [Census.gov](#) > [Data](#) > [Census Academy](#) > [Data Gems](#)



Data Gems

Our team of experts is excited to share with you their favorite tips and tricks about how to access and use Census Bureau Data.

So we created the Data Gems: a series of "how-to" videos available for data users who are looking for an easy and quick way to enhance their knowledge of Census data.

They will introduce you to various concepts and techniques to improve your ability to navigate our website and use our data-access tools.

We hope you find these Gems valuable! Drop us a line at census.academy@census.gov and let us know what you think!

Page 1 of 2 >




How to Select Your Area to Access Data Using data.census.gov



How to Access Race Data on data.census.gov



How to Access Data about the Hispanic Population on data.census.gov



How to Access an ACS Data Profile about Your Community

A photograph of three people (two men and one woman) sitting around a dark table in a modern office or co-working space. They are looking at laptops and appear to be in a collaborative work environment. The man on the left is smiling, the man in the middle is resting his chin on his hand, and the woman on the right is looking towards the others. The background shows large windows with a view of a city skyline. The text 'Stage: Development' is overlaid in white, centered on the image.

Stage: Development





✓ Customers pain points



- ✓ Customers pain points
- ✓ Messages to use



- ✓ Customers pain points
- ✓ Messages to use
- ✓ How does my target audience find out about products it wants?



- ✓ Customers pain points
- ✓ Messages to use
- ✓ How does my target audience find out about products it wants?
- ✓ How can I estimate purchase volume, target audience acceptance, and how to segment customers?





Jobs To Be Done

Jobs To Be Done



Jobs To Be Done Framework



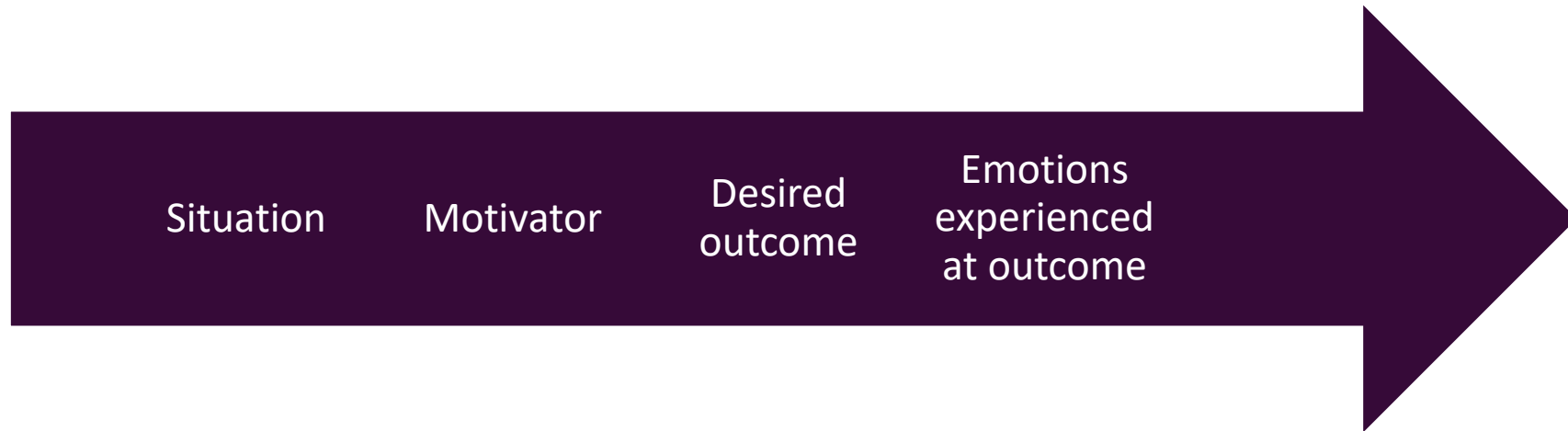
Jobs To Be Done Framework



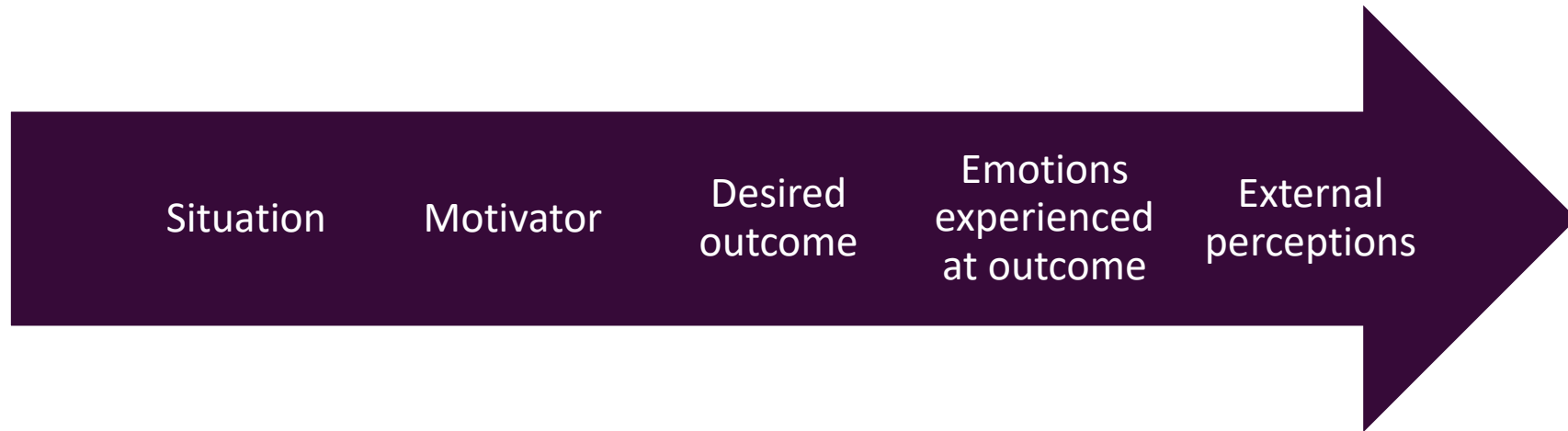
Jobs To Be Done Framework




Jobs To Be Done Framework



Jobs To Be Done Framework



Jobs To Be Done




Situation
Exploration

Jobs To Be Done



- ✓ Questions around main need


Jobs To Be Done



Situation
Exploration

- ✓ Questions around main need
- ✓ When main need was discovered


Jobs To Be Done



Situation Exploration

- ✓ Questions around main need
- ✓ When main need was discovered
- ✓ Influencers

Jobs To Be Done



Situation Exploration

- ✓ Questions around main need
- ✓ When main need was discovered
- ✓ Influencers
- ✓ What completed job would look like

Jobs To Be Done



History with
product/
category

Jobs To Be Done



History with
product/
category


- ✓ Previous experience with product

Jobs To Be Done

History with
product/
category

- ✓ Previous experience with product
- ✓ Previous experience with category


Jobs To Be Done



History with
product/
category

- ✓ Previous experience with product
- ✓ Previous experience with category
- ✓ Orients toward focus in the past

Jobs To Be Done



Previous
solutions
attempted/
considered

Jobs To Be Done

Previous
solutions
attempted/
considered

✓ Reactions to alternatives

Jobs To Be Done

Previous
solutions
attempted/
considered

- ✓ Reactions to alternatives
- ✓ Why solutions have not been attempted

Jobs To Be Done



Social/emotional
context

Jobs To Be Done



Social/emotional
context

✓ Social/emotional
experience

Jobs To Be Done



Social/emotional
context

- ✓ Social/emotional experience
- ✓ What positive experience would be like

Jobs To Be Done



Social/emotional
context

- ✓ Social/emotional experience
- ✓ What positive experience would be like
- ✓ Concerns/anxieties

Jobs To Be Done



Social/emotional
context

- ✓ Social/emotional experience
- ✓ What positive experience would be like
- ✓ Concerns/anxieties
- ✓ Tradeoffs

Jobs To Be Done



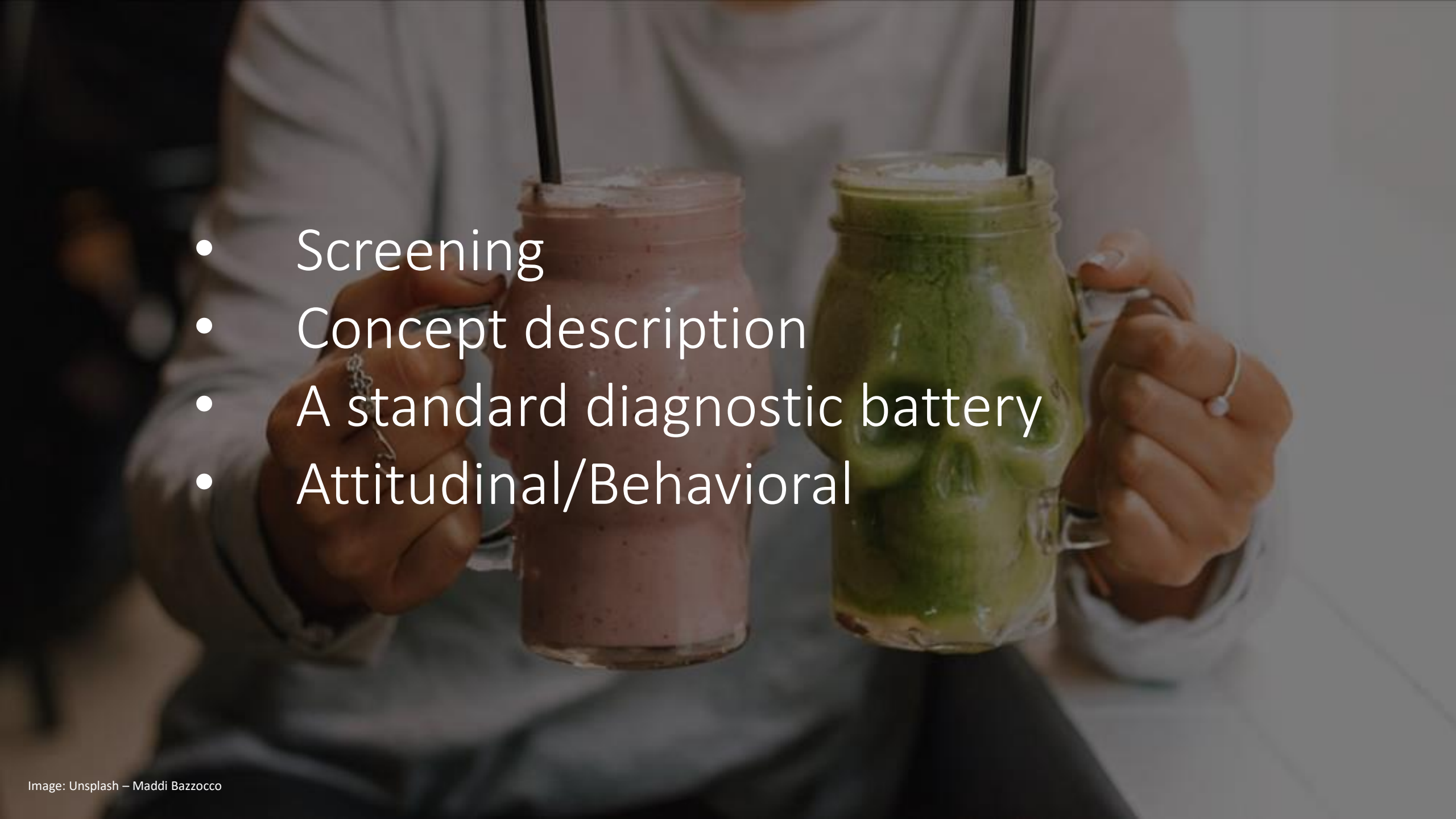



Image: Unsplash – Maddi Bazzocco

- Screening

- Screening
- Concept description

- 
- A person is holding two mason jar smoothies. The smoothie on the left is pink and the one on the right is green. Both have black straws. The person is wearing a light-colored shirt and a ring on their finger.
- Screening
 - Concept description
 - A standard diagnostic battery

- 
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- Screening
 - Concept description
 - A standard diagnostic battery
 - Attitudinal/Behavioral

- 
- A background image showing two hands holding mason jars filled with smoothies. The left hand holds a pink smoothie, and the right hand holds a green smoothie. Both jars have black straws. The image is slightly blurred and has a dark overlay to make the white text stand out.
- Screening
 - Concept description
 - A standard diagnostic battery
 - Attitudinal/Behavioral
 - Demographics

Screening



Screening



✓ How is decision made?

Screening



- ✓ How is decision made?
- ✓ Influencers vs. decision-makers

Screening



- ✓ How is decision made?
- ✓ Influencers vs. decision-makers
- ✓ Recent research participation

Screening



- ✓ How is decision made?
- ✓ Influencers vs. decision-makers
- ✓ Recent research participation
- ✓ Time in industry

Screening



- ✓ How is decision made?
- ✓ Influencers vs. decision-makers
- ✓ Recent research participation
- ✓ Time in industry
- ✓ Previous experience with category

Concept description



Standard Battery



Standard Battery



✓ Purchase intent (or purchase interest)

Standard Battery



- ✓ Purchase intent (or purchase interest)
- ✓ Likeability

Standard Battery



- ✓ Purchase intent (or purchase interest)
- ✓ Likeability
- ✓ Uniqueness

Standard Battery



- ✓ Purchase intent (or purchase interest)
- ✓ Likeability
- ✓ Uniqueness
- ✓ Believability

Standard Battery



- ✓ Purchase intent (or purchase interest)
- ✓ Likeability
- ✓ Uniqueness
- ✓ Believability
- ✓ Value

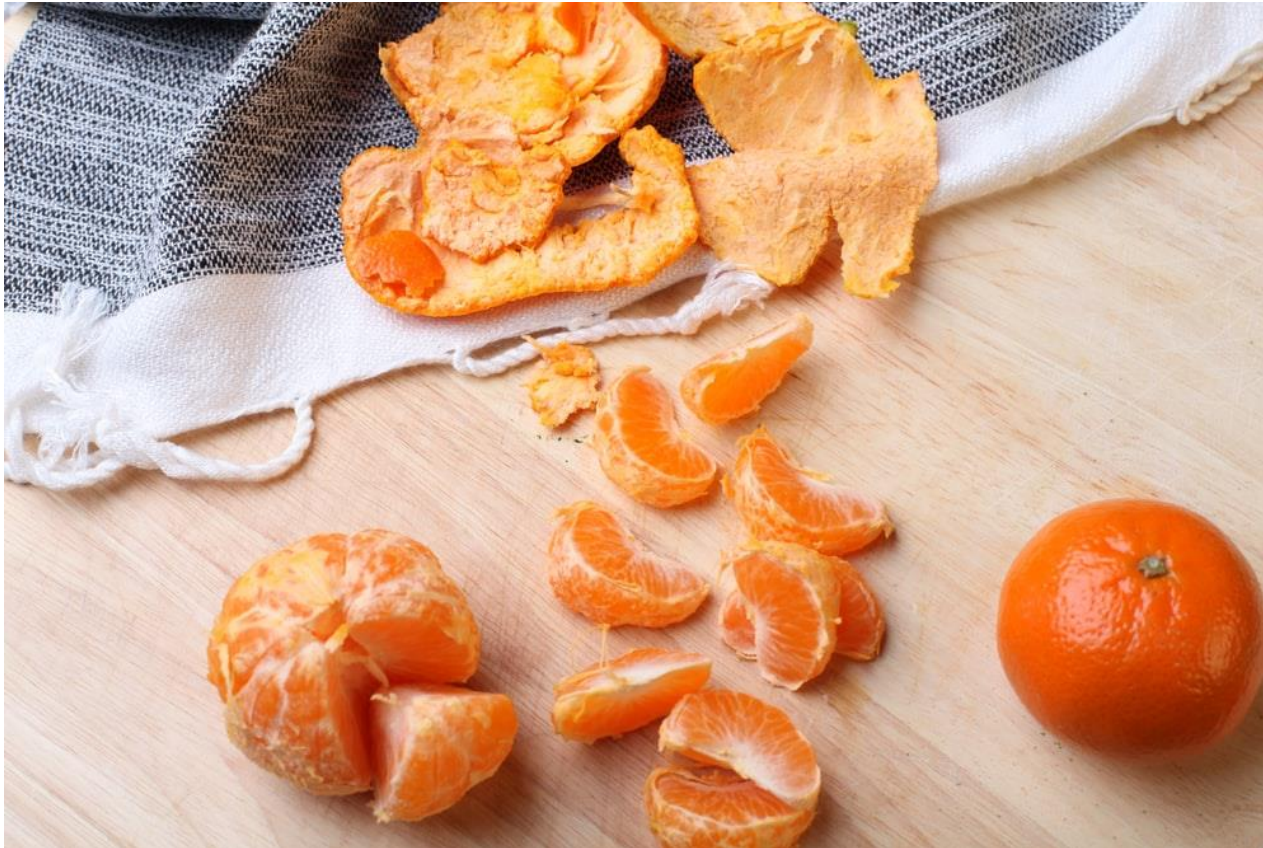
Attitudinal/Behavioral



Demographics



Demographics



B2C

- ✓ Age
- ✓ Household composition
- ✓ Income

B2B

- ✓ Industry
- ✓ Job Title
- ✓ Annual Revenue

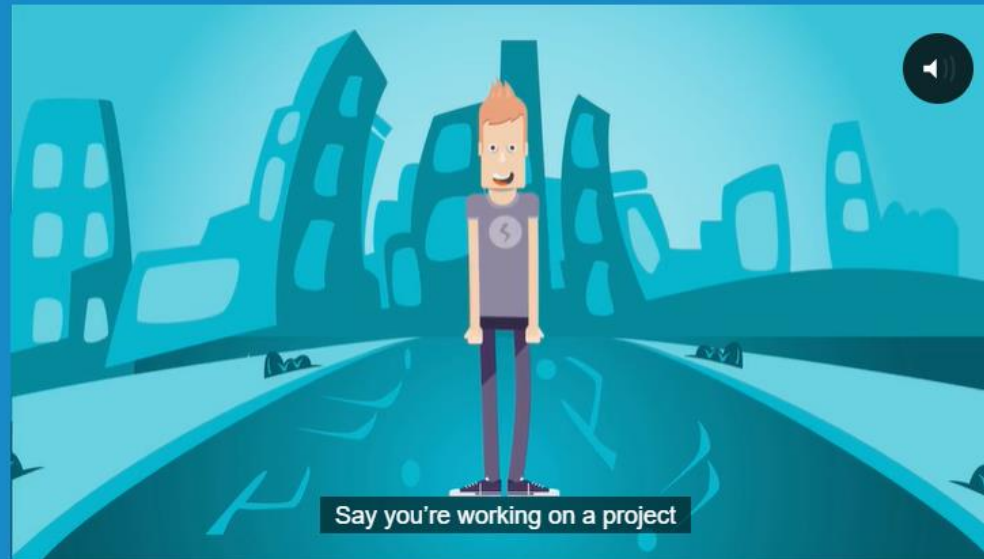
Stage: Introduction





Unleash the power of **instant market feedback** on your business decisions

starting at only \$50



PickFu matches you with U.S.-based audiences who share valuable feedback on

WHO Should Respond?

How many people? ?

50 people

What kind of audience? ?



General Audience

Any US respondent



Targeted Audience

Commonly paired with: [Amazon Prime](#)
[Member only](#), [Female only](#), [35-44 only](#),
[25-34 only](#), [45-54 only](#), [2 Children only](#)

Choose Custom Audience



+ ADD MORE AUDIENCE TARGETING

CUSTOMIZE Your Results



Share poll results in our [public gallery](#) (and save \$5) ?



Enable downloading of results (.csv) ?

Collect this information from all respondents ?

Gender, Age Range



← BACK

CHECKOUT →

PREVIEW YOUR POLL

Poll

Poll ?

Base \$/Response \$1.00

Total \$/Response **\$1.00**

x # Respondents 50

Poll Subtotal **\$50.00**

Total

Total Due **\$50.00**

+ Add a Promo Code





Know-How Exchange



hotjar

A low-angle, upward-looking shot of a man in a dark suit, seen from behind with his arms raised in a celebratory gesture. He is standing on a ledge or balcony, with a massive glass and steel skyscraper rising steeply behind him. The sky is overcast and grey. The overall mood is one of achievement and growth.

Stage: Growth





Image: Unsplash – Adeolu Eletu

Kano Analysis

- How do you feel if <product> has this feature?
- How do you feel if <product> does not have this feature?

Kano Analysis

- How do you feel if <product> has this feature?
 - How do you feel if <product> does not have this feature?
-
- Delighted
 - Satisfied
 - Neutral
 - Dissatisfied
 - Could Not Accept It

Kano Analysis

Kano Analysis

- Indifference

Kano Analysis

- Indifference
- Must-Be

Kano Analysis

- Indifference
- Must-Be
- Performance

Kano Analysis

- Indifference
- Must-Be
- Performance
- Attractive

Kano Analysis

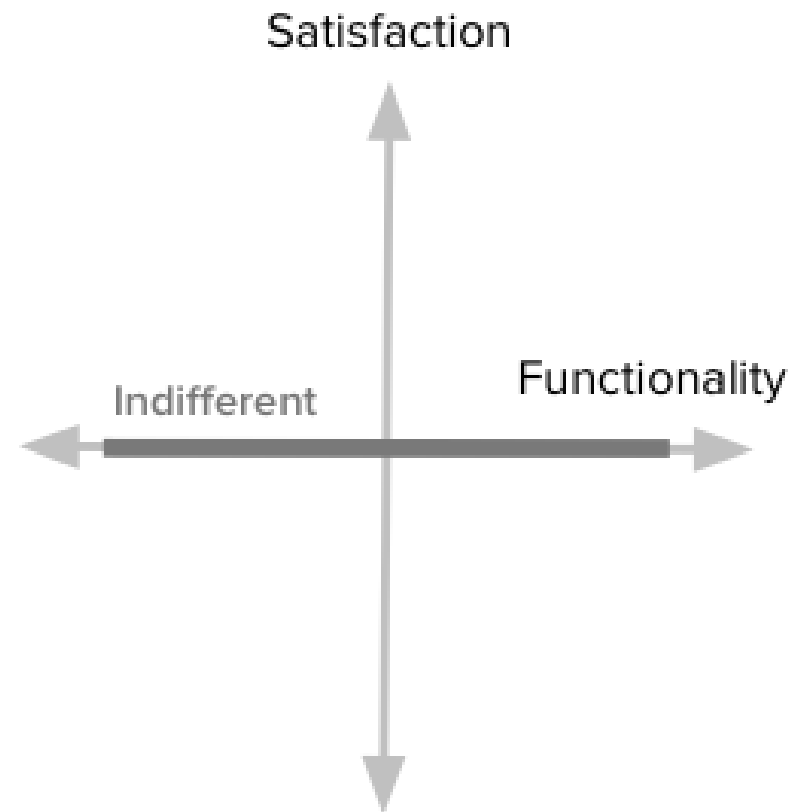
- Indifference
- Must-Be
- Performance
- Attractive
- Reverse

Kano Analysis

- Indifference – No impact

Kano Analysis

- Indifference – No impact



Kano Analysis

- Indifference – No impact

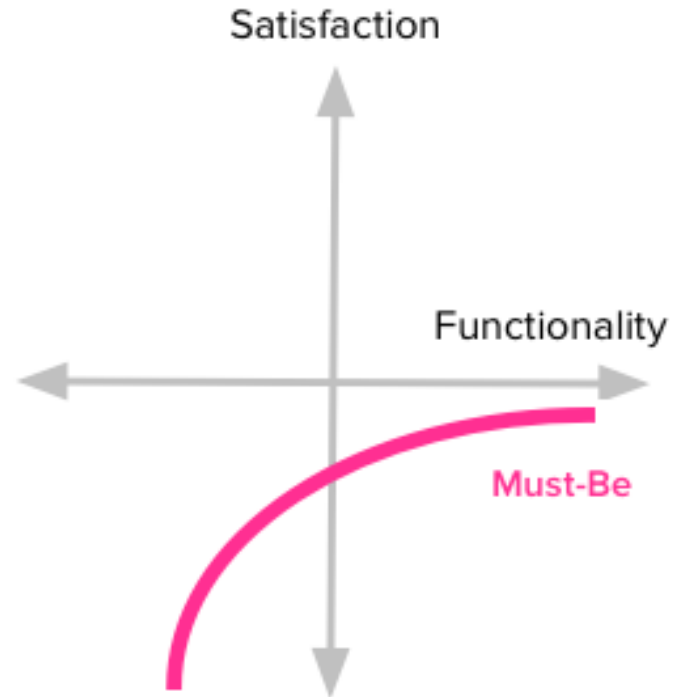


Kano Analysis

- Must-be – basic requirements

Kano Analysis

- Must-be – basic requirements



Kano Analysis

- Must-be – basic requirements



Kano Analysis

- Performance – direct relationship

Kano Analysis

- Performance – direct relationship

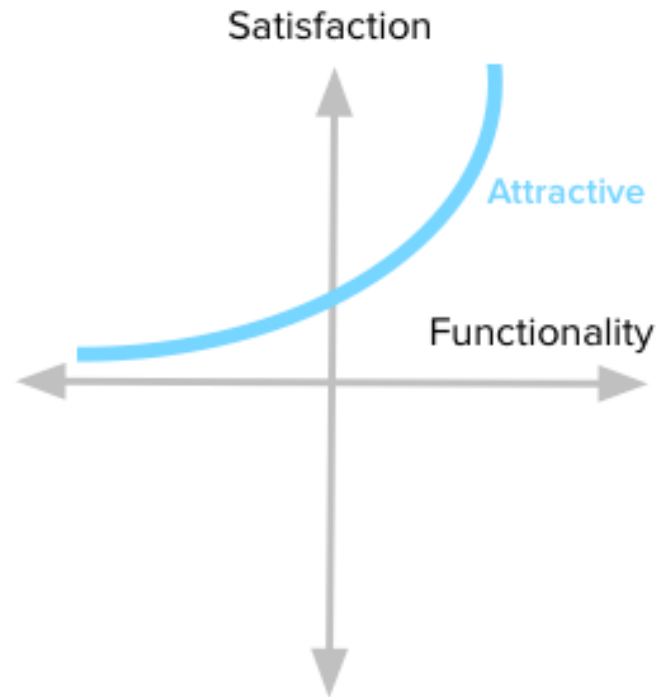


Kano Analysis

- Attractive – Not expected, but can create delight

Kano Analysis

- Attractive – Not expected, but can create delight



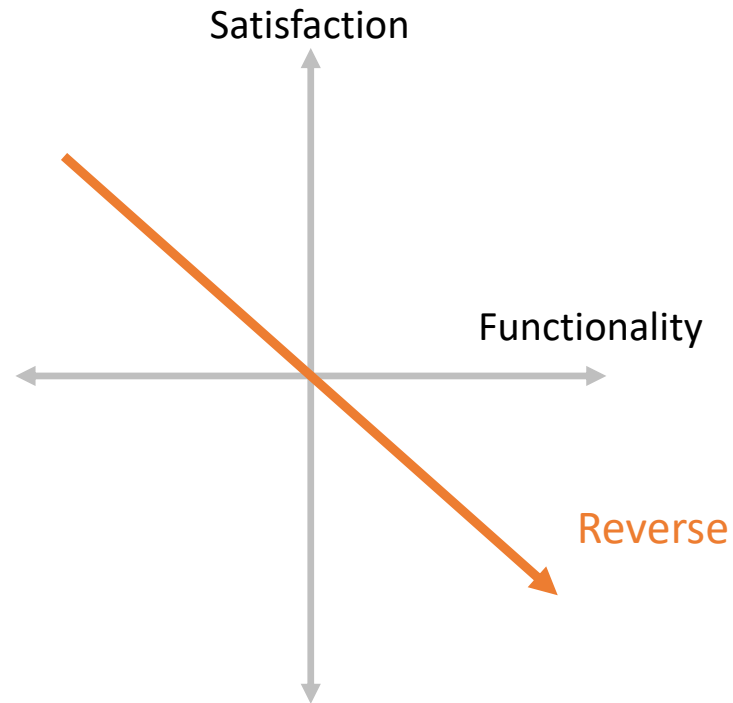
Kano Analysis

- Attractive – Not expected, but can create delight

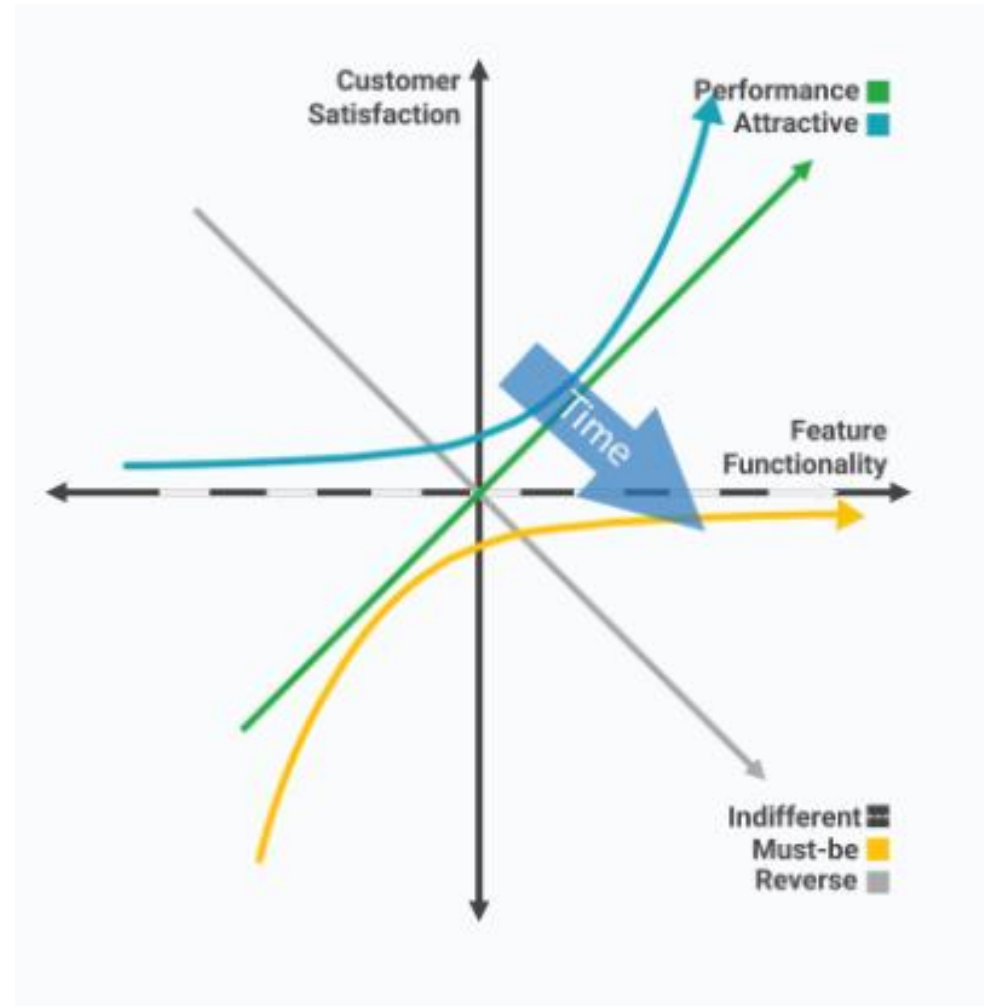


Kano Analysis

- Reverse – Satisfaction in the absence



Kano Analysis



Kano Analysis

- Must-be - > Performance -> Attractive

Kano Analysis

- Must-be - > Performance -> Attractive
- Indifferent -> questionable payoff

Kano Analysis

- Must-be - > Performance -> Attractive
- Indifferent -> questionable payoff
- Reverse -> additional research

Kano Analysis

- Must-be - > Performance -> Attractive
- Indifferent -> questionable payoff
- Reverse -> additional research
- Evaluation ultimately requires holistic approach

Kano Analysis

- Must-be - > Performance -> Attractive
- Indifferent -> questionable payoff
- Reverse -> additional research
- Evaluation ultimately requires holistic approach
 - Subset of customers?

Kano Analysis

- Must-be - > Performance -> Attractive
- Indifferent -> questionable payoff
- Reverse -> additional research
- Evaluation ultimately requires holistic approach
 - Subset of customers?
 - Resources required?

Kano Analysis

- Must-be - > Performance -> Attractive
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- Reverse -> additional research
- Evaluation ultimately requires holistic approach
 - Subset of customers?
 - Resources required?
 - Impact on other features?

Kano Analysis

- Must-be - > Performance -> Attractive
- Indifferent -> questionable payoff
- Reverse -> additional research
- Evaluation ultimately requires holistic approach
 - Subset of customers?
 - Resources required?
 - Impact on other features?
 - Impact on other products?

Kano Analysis

- Must-be - > Performance -> Attractive
- Indifferent -> questionable payoff
- Reverse -> additional research
- Evaluation ultimately requires holistic approach
 - Subset of customers?
 - Resources required?
 - Impact on other features?
 - Impact on other products?
 - Delivery systems?

Kano Analysis





Stage: Maturity



TURF Analysis (Total Unduplicated Reach and Frequency)

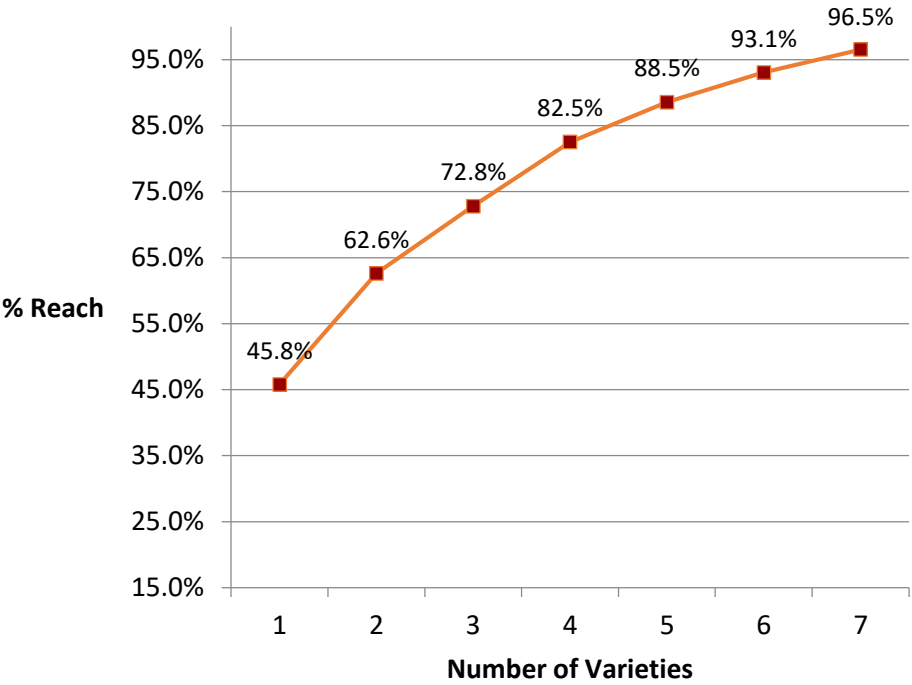


TURF Analysis (Total Unduplicated Reach and Frequency)



TURF Analysis (Total Unduplicated Reach and Frequency)

	<u>% Reach</u>	<u>% Point Increase</u>
<u># of varieties</u>		
1	45.8%	-
2	62.6%	16.8%
3	72.8%	10.2%
4	82.5%	9.7%
5	88.5%	6.0%
6	93.1%	4.5%
7	96.5%	3.5%





Final Tips

Best Practices

- In-house - list cleaning (BriteVerify, DataValidation)

Best Practices

- In-house - list cleaning (BriteVerify, DataValidation)
- Internally sourcing vs. purchasing

Best Practices

- In-house - list cleaning (BriteVerify, DataValidation)
- Internally sourcing vs. purchasing
- Use provider specifically for market research

Best Practices

- In-house - list cleaning (BriteVerify, DataValidation)
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- No scraping

Best Practices

- In-house - list cleaning (BriteVerify, DataValidation)
- Internally sourcing vs. purchasing
- Use provider specifically for market research
- No scraping
- If B2B -> industry sample provider

Best Practices

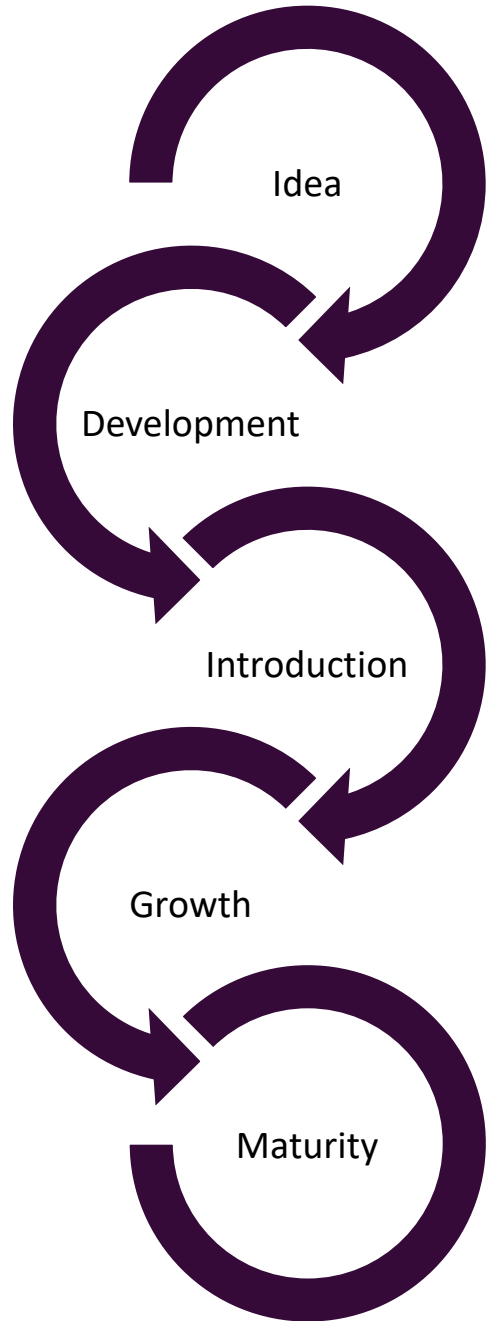
- In-house - list cleaning (BriteVerify, DataValidation)
- Internally sourcing vs. purchasing
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- Specify length of interview (LOI)



	<u>Questions</u>	<u>Tools/Resources</u>
→	Market Size/Potential	→ Census Data
→	Customer pain points Benefits messaging How customers learn/hear Estimate product interest Segmentation	→ Qualitative – interviews (e.g., JBTD), focus groups Quantitative concept tests
→	Packaging, design, ad-testing, naming	→ <u>Polls, experts</u> PickFu SquadHelp MarketingProfs KHE Hotjar
→	Product alignment with customer expectations	→ Kano
→	Maximize product reach	→ TURF

Download the companion toolkit!



I also offer a free weekly newsletter – you can subscribe at <https://cutt.ly/FridaySurge>.

Q&A





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Generating Awareness in a Short Attention Span World

April 28, 1PM Eastern

BAM 2020

JAN Sales Alignment	FEB Market Definition	MAR Revenue Growth	APR Awareness
MAY Market Problems	JUN Revenue Retention	JUL Buy, Build or Partner	AUG Pricing
SEP Measurement	OCT Buyer Experience	NOV Win/Loss Analysis	DEC Competitive Landscape