

10 Dos and Don'ts

Of Conducting Effective B2B Research

Whether you're targeting CEOs, HR managers, or IT professionals, the challenges of conducting B2B research remain the same:

- Time and budget constraints
- Correctly identifying the sample needed
- Understanding and interpreting the data
- Ultimately, ending up with an accurate, relevant, and engaging story

Here are YouGov's 10 tips to help you get it right first time:

Do

1 Communicate regularly with your market research agency

As with any project, good communication is key. The more your research agency understands about your objectives, the easier and more productive your experience will be.

2 Think carefully about your audience

To achieve the results you want, you need to make sure you're surveying the right people. What sample size do you need? Do you just want senior decision makers or specialised roles? Who can give you the answers you need? Your research agency can help you make the right decision.

3 Use your market research agency to its full potential

Your market research agency is there to help you from the conception of your idea, right through to analysing the data and issuing your press release. Make the most of their expertise at every stage.

4 Be consistent (and correct!)

If you survey "business decision makers", don't report on the opinions of 'business owners' for the final story. Sticking to identical and accurate terminology is vital.

5 Be specific

Your questions should be unambiguous and easy to understand. It's also important that the questions are realistic in terms of respondents being able to give an accurate answer, or that they have the ability to opt out if they don't know what the answer is.

1 Be afraid to ask your market research agency questions

Market research agencies know that data can seem complicated and confusing, so don't be shy when asking for clarification on anything you're not sure about.

3 Be scared of having a "don't know" option

It might seem like you'll get better results if respondents are only allowed to choose concrete answers. However, "don't know" can be a telling answer in itself, and can help to ensure the reliability and validity of the research.

5 Give your competitors a chance to disparage you

It's vital to ensure that your data—and subsequent story—is robust and accurate, because you can expect it to be subject to scrutiny from both the press and your competitors. Working closely with your research agency will ensure your data stands up.

2 Use jargon

When conducting B2B research, it's easy to assume that respondents will be familiar with the business language you use, but it entirely depends on your audience. For example, some terms will be very familiar to people in IT or marketing, but will mean nothing to someone who works in HR, and vice versa. Think carefully about the terms you use in your questionnaire.

4 Start without an "ideal headline"

When issuing a survey to your market research agency, be clear about the answers you want to receive by making them aware of your objectives. The best stories appear when you already have a vision of what it will be in advance.

Don't

If you'd like to talk more about how we can help you with your B2B research, get in touch.

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