



The Snapshot Survey: Quick, Affordable Marketing Research for Every Organization

Lloyd Corder


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Companies know that market research can be crucial to retaining customers and winning new ones. Yet many avoid undertaking survey research because they consider it expensive, slow, and difficult to administer. "Not so," says author and research ace Lloyd Corder. "There are powerful, affordable ways to conduct surveys-in just two to three days." In *The Snapshot Survey*, Corder gives business professionals the tools and know-how to complete highly effective, custom-designed surveys quickly and easily. Readers can use the *Snapshot Survey* method to test customer awareness, measure effectiveness of marketing programs, identify prospects, justify marketing to upper management, and find out what employees really think. Drawing upon years of experience as a research professional, Corder shows how he has successfully used his technique to conduct more than 1,000 surveys. Chapters are filled with examples of survey types-from competitive and customer satisfaction studies, to brand assessment, message evaluation, and employee surveys. Sections on advanced applications show readers exactly how to employ snapshot surveys to get media coverage, enhance proposals and pitches, and measure an organization's return on investment. The *Snapshot Survey* is "boot camp" for those who have never done a survey and an eye-opening refresher course for those who have. Highlights
In this book, readers will discover:
•A sample Snapshot Survey proposal that can be used to present the concept to the boss or to clients
•Specific suggestions for writing effective Snapshot Survey questions
•Tips for effectively presenting Snapshot Survey results
•A user-friendly model for measuring ROI
•A special section devoted to pricing concepts (one of the most difficult, least understood marketing topics) and how to ask pricing-related questions

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