

Market Research on Start-Ups

- AMAN JAIN

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I. **OBJECTIVE:**

As a Market Research Analyst within a software solution company, My objective covers:

- Deeply understanding the target customers and competitors.
- Gather data pertaining to both target customers and competitors.
- Analyze the data to get insights and formulate actionable marketing strategies.

II. **RESEARCH METHODOLOGY AND DATA COLLECTION:**

Collected the data and compiled the list of 30 Companies for each category i.e., Target Customers and Target Competitors.

Gathered comprehensive information about the "Target Customers" which includes:

- Name
- Domain
- Phone Number
- Email ID
- Address
- Type of Services Required
- Industry Type
- Company Size

Gathered comprehensive information about the "Target Competitors" which includes:

- Name
- Domain
- Phone Number
- Email ID
- Address
- Location
- Services Offered
- Indian startup
- Location of Headquarters in India

Data is collected using **Secondary market research**.

Sources Utilized to find customers and clients data: Competitors and companies' website, LinkedIn Accounts etc.

Please note: Categorizing companies into "large," "mid-sized," and "emerging" is based on several factors, including revenue, market share, employee count, industry reputation, and more. The categorization I provided was a rough estimation based on available information.

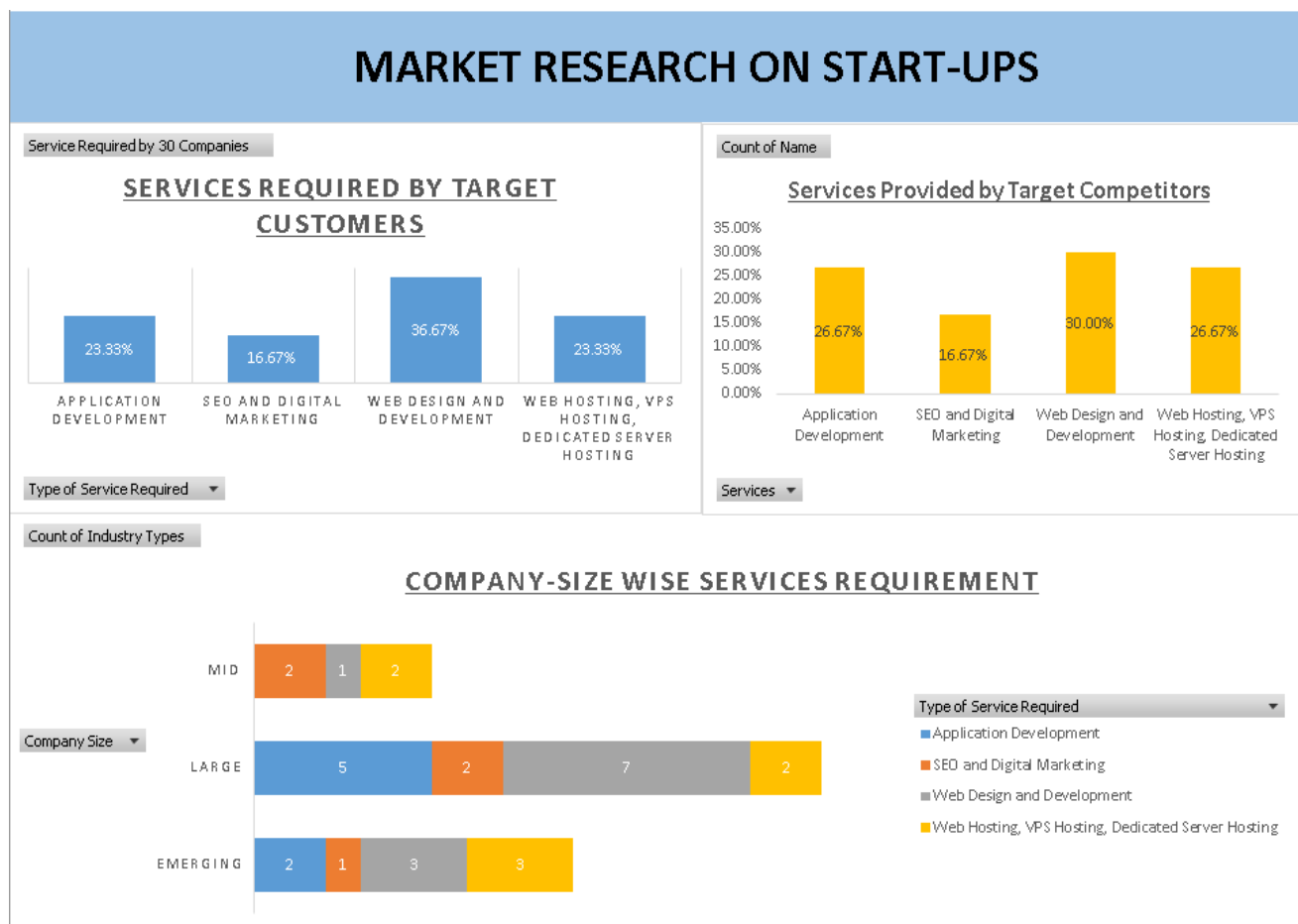
III. DATA ANALYSIS AND INTERPRETATION:

Data was analyzed using **Excel**.

Link [Market Research data:](#)

Key Insights:

- Software Solutions Services were divided into four buckets:
 1. Application Development
 2. SEO and Digital Marketing
 3. Web Design and Development
 4. Web Hosting, VPS Hosting, Dedicated Server Hosting.
- The majority of customers' (36.67%) requirements fall under 'Web Design and Development'.
- In alignment to the service requirement even the majority of service providers falls under 'Web Design and Development' i.e 30%.
- Large companies are focusing more on 'Web Design and Development' & 'Application Development'.
- SEO and Digital Marketing is currently least utilized by Customers.



IV. MARKETING STRATEGIES:

As **'Web Design and Development'** Services are highly utilized by Customers, we can focus more on this Software Solution Bucket.

- Leverage Expertise: Use case studies, portfolio showcases, and client testimonials to highlight your company's expertise in web design and development.
- User-Centered Design: In your marketing materials, emphasize user experience (UX) and responsive design, demonstrating how you produce websites that engage and convert visitors.
- Custom Solutions: Emphasize your expertise to design websites that are suited to each client's brand identity and business goals.
- Education: Create blog entries, seminars, or films that explain the most recent design trends, SEO-friendly designs, and the significance of mobile optimization.
- Conversion Optimization: Provide insight into how your designs can lead to greater conversion rates, resulting in increased revenue and growth.

'SEO and Digital Marketing' Services are less utilized as per the research compared to Other Software Solution Services. We can focus on its importance by:

- Make blog entries, articles, and tutorials that cover the fundamentals of SEO and digital marketing. Reduce difficult ideas to simply accessible material.
- Create material that highlights real-life success stories in which organizations achieved measurable results from applying SEO and digital marketing methods.
- Create aesthetically beautiful infographics that illustrate crucial information, trends, and SEO and digital marketing benefits.
- Use illustrations to demonstrate how these methods can boost search engine rankings, website traffic, and online exposure.