

MARKET RESEARCH GUIDE

The Complete Digital Marketing Guide



Step 1: Identify Your Audience Segments

- Use **Google Autosuggest** to find common search terms related to your product.
- Type in “**best [your product] for**” and note the top search suggestions.
- Choose **2-3 audience segments** based on relevance and demand.

Step 2: Verify Audience Demand

- Go to **Google Trends** and compare search volumes.
- Look for a steady trend over time with an average **score above 50**.
- If needed, refine your audience segments with alternative **keywords**.

Step 3: Create Key Messages

- Identify the main **problem** each audience faces.
- Highlight how your product **solves** that problem.
- Write a short, engaging **message** connecting the problem and solution.

Example:

“Travel light, drink clean—perfect for your next adventure.”