MARKET RESEARCH WORKSHEET

The Complete Digital Marketing Guide

**IDENTIFY AUDIENCE SEGMENT.**

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***Purpose:***

*Find 3 specific groups of people who are most likely to buy your product. This helps us focus on the right customers and create messages that connect with them.*

***What to Do:***

1. *Open* ***Google.com*** *in* ***Incognito Mode*** *to get unbiased search suggestions.*
2. *Set the* ***Region*** *in Google Preferences to match the location where you plan to sell your product.*
3. *Type* ***“best [product] for”*** *into the search bar and look at the autocomplete suggestions.*
4. *Write down the 3 most relevant audience groups that show up in the suggestions.*

***Goal:***

*You’ll now have 3 audience segments to target. Write these in your worksheet.*

***Exercise:.***

*Write down the 3 audience segments you’ve identified through Google’s autocomplete suggestions.*

**AUDIENCE SEGMENT**

Hikers

**AUDIENCE SEGMENT**

Gym-goers

**AUDIENCE SEGMENT**

Travelers

**VERIFY AUDIENCE SEGMENTS.**

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**Purpose:**

Ensure the audience groups you found have steady demand over time, so you’re focusing on consistent markets.

**What to Do:**

1. Go to **Trends.Google.com** and search for your **benchmark keyword** (the main category of your product).

* **Your benchmark keyword should have a score of 50 or higher.**

1. Compare the benchmark keyword with keywords representing each audience segment.  
   Look for:

* **A score of 30 or higher:** Indicates steady demand.
* **A consistent trend line:** Avoid large spikes or dips in interest.

1. Write down the verified audience keywords in your worksheet.

**Goal:**

You’ll confirm which audience groups are worth targeting based on their long-term demand.

***Exercise:.***

*Write down the verified audience segments below, based on your Google Trends results.*

**BENCHMARK KEYWORD:** Smart Water Bottle

**AUDIENCE SEGMENT:** Gym-goers

**AUDIENCE SEGMENT:** Kids

**AUDIENCE SEGMENT:** Hikers

**IDENTIFY PROBLEMS & SOLUTIONS.**

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***Purpose:***

*Create clear messages for your audience by linking their problems to how your product solves them.*

***What to Do:***

1. *Picture the situations where your audience would use your product.*
2. *Identify the biggest problem they face in those situations.*
3. *Write down how your product solves that problem.*
4. *Combine the problem and solution into a short, impactful message.*

***Goal:***

*You’ll now have a clear message for each audience segment, ready to use in your marketing materials.*

***Exercise:.***

*Write down one key problem and one solution for each audience segment. Then combine these into a clear, compelling key message tailored to each group.*

**AUDIENCE SEGMENT:** Gym-goers

**PROBLEM:** Getting safe water from the tap, and avoiding spills.  
**SOLUTION:** UV-C sterilization, self-cleaning technology and a leak-proof design **KEY MESSAGE:** “Clean water, no hassle – built for your toughest workouts.”

**AUDIENCE SEGMENT:** Travelers

**PROBLEM:** Finding safe water on the go, carrying lightweight essentials, and avoiding the hassle of cleaning while traveling **SOLUTION:** UV-C sterilization to purify water anywhere, self-cleaning technology to eliminate cleaning and a lightweight design for easy portability**.  
KEY MESSAGE:** “Travel light, drink clean–perfect for your next adventure”

**AUDIENCE SEGMENT:** Hikers

**PROBLEM:** Accessing clean and safe water anywhere, avoiding bacteria, and having a bottle that’s easy to clarify and reliable for rugged use. **SOLUTION:** UV-C sterilization that ensures the water from any source is safe to drink, self-cleaning technology that keep the bottle hygienic without extra effort, and a durable design makes it perfect for tough outdoor conditions. **KEY MESSAGE:** “Clean, reliable, unstoppable—your ultimate trail companion”