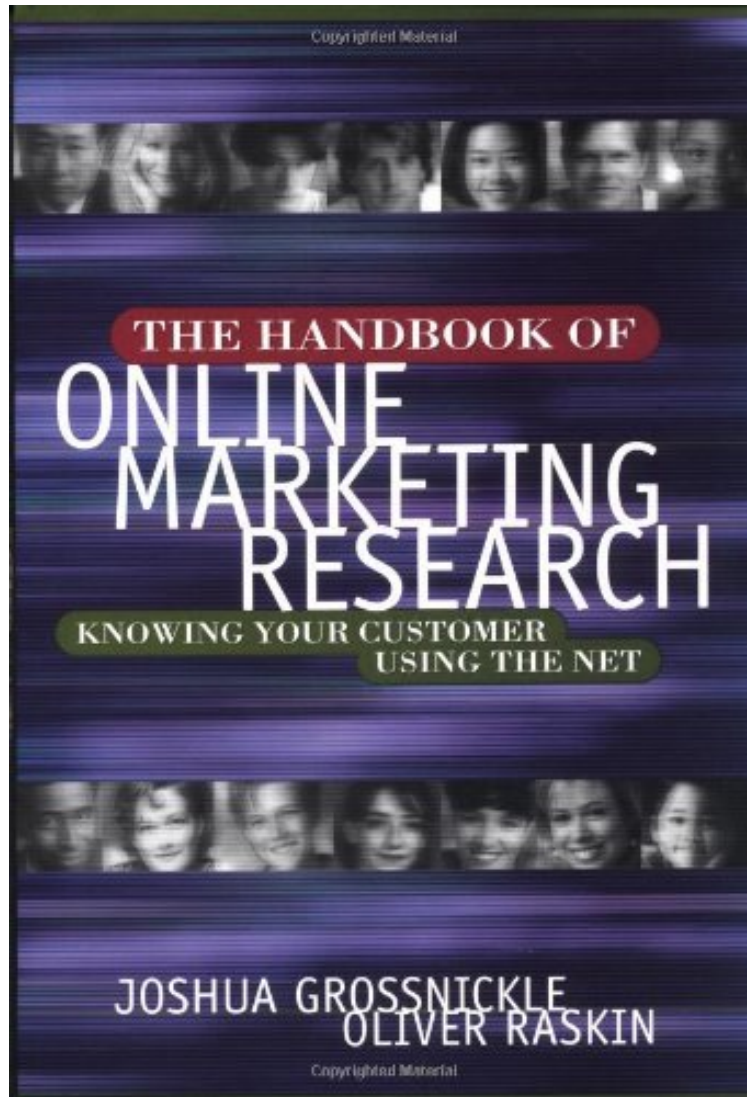


(Ebook free) The Handbook of Online Marketing Research: Knowing Your Customer Using the Net

# The Handbook of Online Marketing Research: Knowing Your Customer Using the Net

*Joshua Grossnickle, Oliver Raskin*  
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start your learning process. 7 of 12 people found the following review helpful. Great book - couldn't have come at a better time  
By A Customer  
Amidst the socks, razor blade, underwear, and ties under the tree, Santa also left me this very useful (and enlightening book). As a full-time internet product manager and part-time Web site inventor, the timing of this book's publishing and the latest round of online shakeout couldn't have come at a better time. By reading this book, I've realized that I can prove a concept, test the market, and make sure that my strategies are well-timed and my money well-spent. When I first saw the title, I was a bit intimidated, but I've been happy to find that most of the research techniques described in the book are understandable and able to be done by the entrepreneur with half-a-brain and some initiative. I'm working on my first survey as I write this. I've worked in enough startups (belly-ups?) to know that even a casual perusing of a book like this could have saved hundreds of thousands (if not millions) of dollars wasted on poorly-formed ideas and off-the-cuff marketing plans in half of the ventures I've worked for or consulted on. While it may be too late for some, there are still millions of great ideas out there, and this book can go along way towards giving them the fighting chance they'll need to succeed now that the great internet party is over.  
31 of 38 people found the following review helpful. How to NOT conduct web surveys  
By A Customer  
If you are a professional market researcher this book is far too elementary. For instance, you probably don't need standard deviation explained to you. If you are a web developer, the examples seem downright amateurish. For instance, the authors provide some Javascript code for selecting website visitors at random, with the instruction that you will need to change variables for it to work for your purposes. That's what functions that accept parameters are for: then you can leave the core code alone and re-use it as often as you want. Worse yet, the authors refer to "Tickle" as an alternative to ASP or CGI. It would seem they have not done their research. It's "Tcl", or Tool Command Language. Yes it is pronounced "Tickle", but the fact that they don't know how to spell it would seem to indicate they have only heard about it and haven't read anything about it, which is further supported by their assertion that Tcl/Tickle needs to run on Windows. This is patently untrue: like Perl (not "Pearl") it was originally developed for Unix and only more recently has been ported to Windows. This book is especially at its worst if you have both market research and web development experience. For instance, the authors suggest using cookies and javascript for randomizing sample to avoid bias. However, they never mention that users can turn off both of these features. Excluding people who turn off cookies and Javascript would introduce a similar bias as not reaching unlisted numbers in telephone research. Now that I've bought this book, the only value I can see that I will get from it is for examples about how not to do web surveys.

The Handbook of Online Marketing Research examines all the latest techniques and trends used to conduct online research, including how to leverage existing sources, online chat-based sessions, email feedback, online focus groups, and much more. Now, just like larger companies, small and medium-sized companies can learn vital information like the age, gender, and income of its users, and how they respond to different aspects of the products and those of its competitors. With the advent of the Internet, companies of all sizes and budgets can conduct online market research and access all the information they need to know to stay ahead of the competition. This book demonstrates how both large and small companies can take proven traditional market research techniques and adapt them to the Web. The result is an affordable means for businesses to understand their online customers' needs.

"...it'll lead you to the latest demographic data and Net statistics - key ingredients in moving your venture toward new customers." -- Wired, Feb 2001  
"...until The Handbook of Online Marketing Research, there was never a better way to help develop the programs to understand and reach those customers." -- Andrew L. Anker, General Partner, August Capital  
"Finally, a thorough and comprehensive resource for understanding the role of online marketing research!" -- Jocelyn Ritchie, Director of Research, ZDNet  
"The definitive resource for anyone developing an online venture." -- Luke Knowland, Director of Product Development, Eyetide Media, and Cofounder, Webmonkey  
"The only way to stay ahead is to understand your users. This handbook will give you the tools and the knowledge to do just that." -- Jeffrey Veen, Executive Director, Interface, Wired Digital  
"The only way to stay ahead is to understand your users. This handbook will give you the tools and the knowledge to do just that." -- Jeffrey Veen, Executive Director, Interface, Wired Digital  
From the Back Cover  
It's the first rule of business: Know your customer. This adage especially applies online, where hyper-paced development, marketing, and intense competition leave little room for mistakes. Cumbersome and expensive, traditional marketing research methods are ill-suited to this environment. To fill the void, an array of effective and inexpensive online marketing research techniques and products have been developed. By leveraging these new tools, any business of any size can capture reliable, detailed customer information fast, and for a fraction of the cost of traditional offline methods. This book shows you how. In The Handbook of Online Marketing Research, two pioneers in the field share the latest techniques for conducting research online and show you how to gather the vital customer information that is crucial to your company's success. You'll learn how to use the Internet to survey large numbers of consumers quickly and cost-effectively, and how to retrieve levels of information previously unavailable at any price. Authors Joshua Grossnickle and Oliver Raskin explain the fundamental types of marketing research and detail the techniques of sampling, data collection, and questionnaire design that are used to conduct this research online. They introduce a research process designed to ensure that all of your efforts result in useful,

actionable information, and explain how to apply that information to all phases of product conception, development, and marketing. Their handbook walks you through: Defining and understanding the market; Developing target markets; Assessing your competition and positioning your product; Developing and testing new product concepts; Creating feature sets and testing interface designs; Measuring ROI. The Handbook of Online Marketing Research opens your eyes to the vast potential of online research and gives you the hands-on experience you need to put that potential to work for your organization. So don't wait. Start using this indispensable resource today!

About the Author Joshua Grossnickle and Oliver Raskin (San Francisco, CA) are the principals of SiteCentric, which provides custom research and explores development for Web-based products.