



TSR INSIGHT



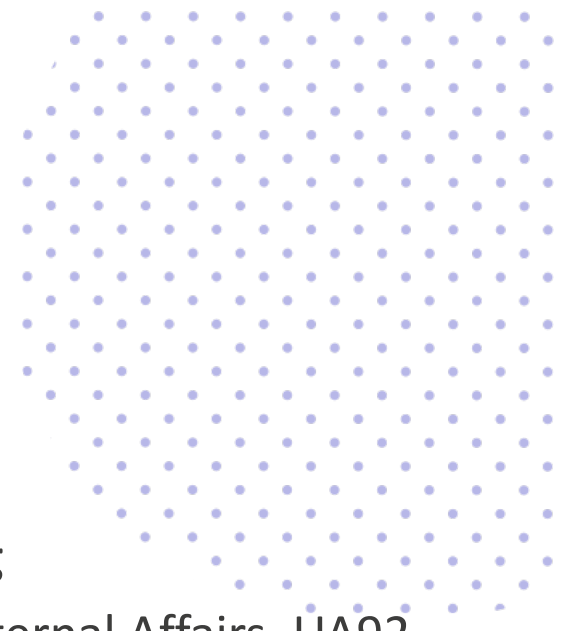
Understanding the influencers and the influenced: Education as a sustainable business informed by market research and insight

Julie Vincent, *Insight Director, TSR Insight, Part of The Student Room Group*

Clare Riding, *Director of External Affairs, University Academy 92 (UA92)*



TSR INSIGHT



Introductions

Julie Vincent

@JulieVincentTSR

- Insight Director, TSR Insight and The Student Room Group
- Over 20 years in marketing and market research
- CMRS, MCIM Chartered Marketer
- Clientside for 12 years heading up market research and insight and 10 years as a consultant

Clare Riding

@missclareriding

- Director of External Affairs, UA92
- 17 years in education marketing
- Worked in universities, FE college, and an independent boarding school
- Implementing full service marketing teams and building market research (both teams and activity) from scratch

TSR INSIGHT

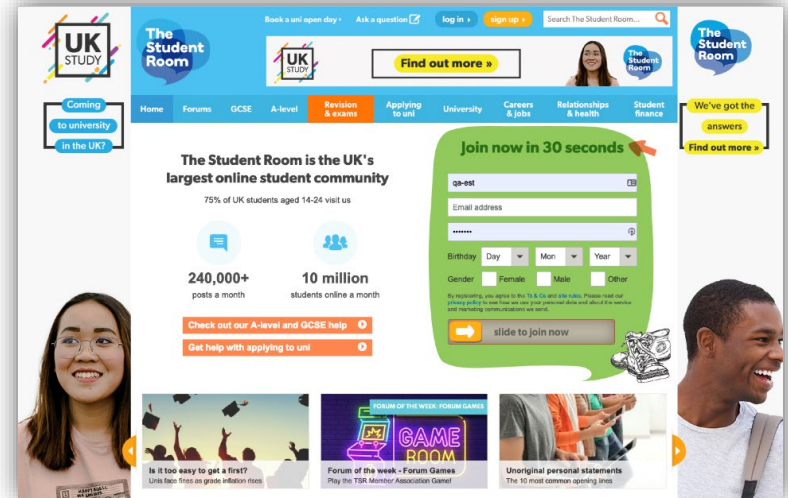
TSR Insight

TSR Insight

- Specialist full service youth market research agency
- Focus on young people, their influences and influencers
- Strategy, planning and insight

As part of The Student Room Group we have exclusive access to the community for market research

- 10 million monthly users
- UK's largest online engagement platform for young people

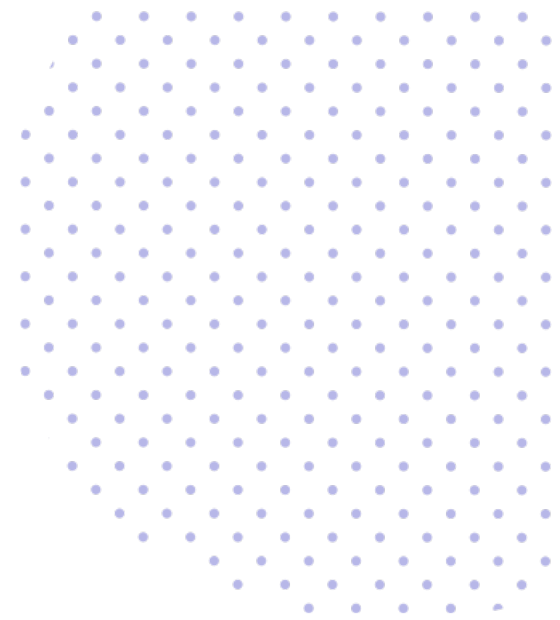




TSR INSIGHT

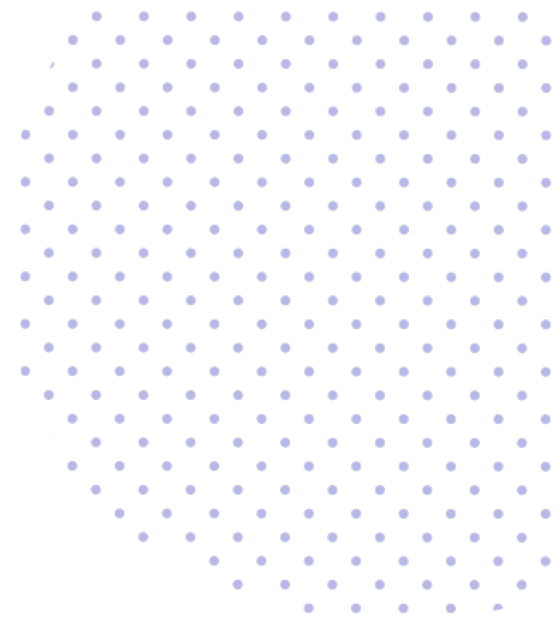
University Academy 92

- UA92 is formed from a collaboration between academic leaders, Lancaster University, alongside Manchester United legends turned entrepreneurs and sporting managers, the Class of 92, plus a strong group of employer partners
- As part of our degrees, awarded by Lancaster University, students develop cognitive, emotional and social intelligence, plus attention to physical and mental well-being to enable them to shine, whatever their dreams
- We are based in our new campus in Old Trafford, Manchester





TSR INSIGHT



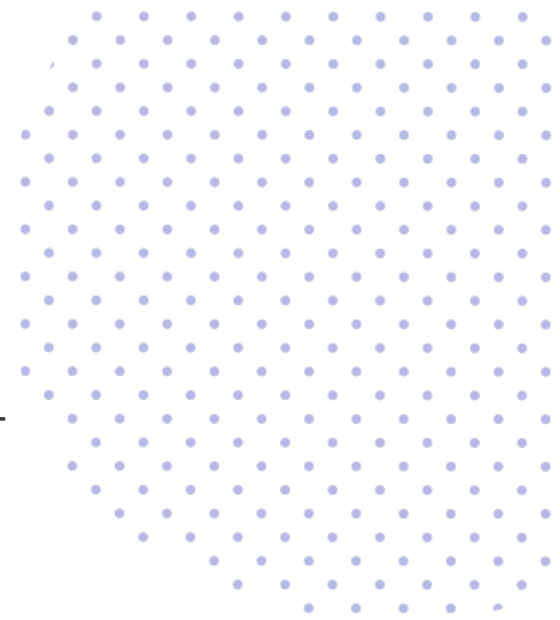
Why research?



TSR INSIGHT

Essential for marketers

- Inform your marketing and communications strategy - reach the right people!
 - Such as parents, students, influencers and agents
- Understand the decision making process
 - This is a high involvement purchase and life shaping and changing purchase decision
- What makes your target audience tick
 - For example, which other educational routes are they considering?
- Measure ROI

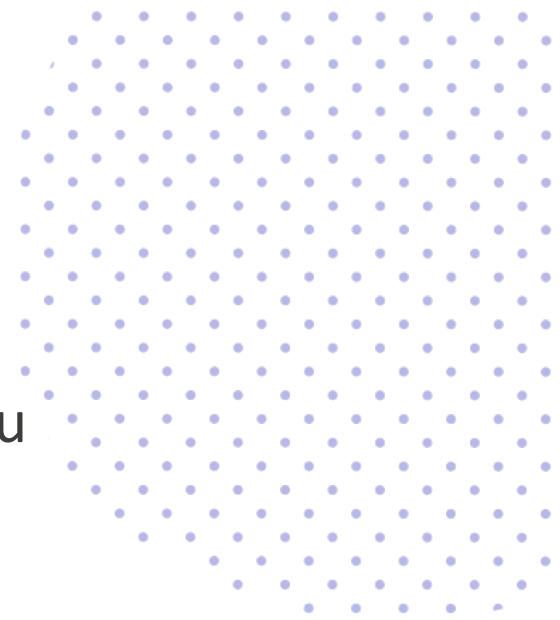




TSR INSIGHT

Invest in what works

- DIY works, but professionalise as much as you can afford
- Objectivity is critical
- Remember, that your brief and your research have an internal and external role
- You might also need some help up front, market research consultancy can help

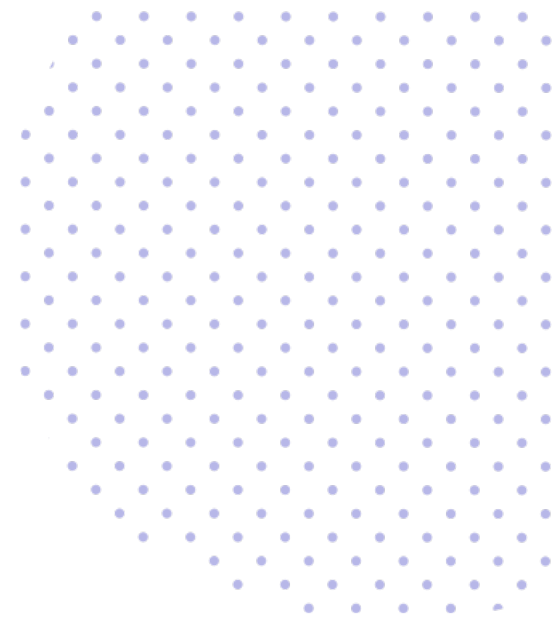


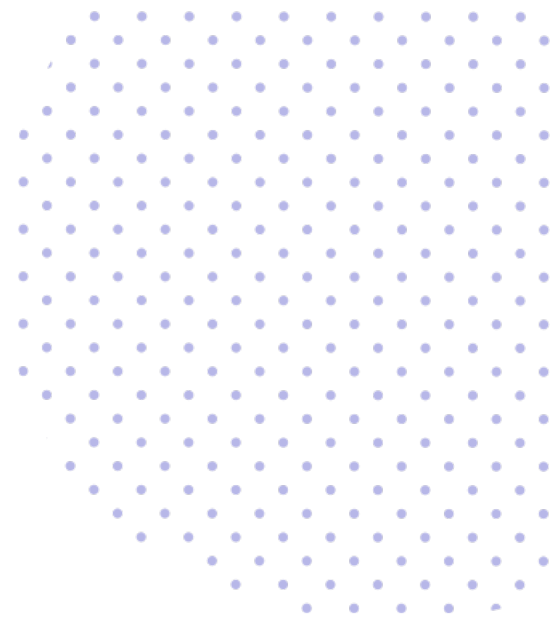


TSR INSIGHT

What's in store today?

- Demystify the jargon
- Detail you need to know
- 5 tips when choosing a research partner
- Final take outs





All that jargon



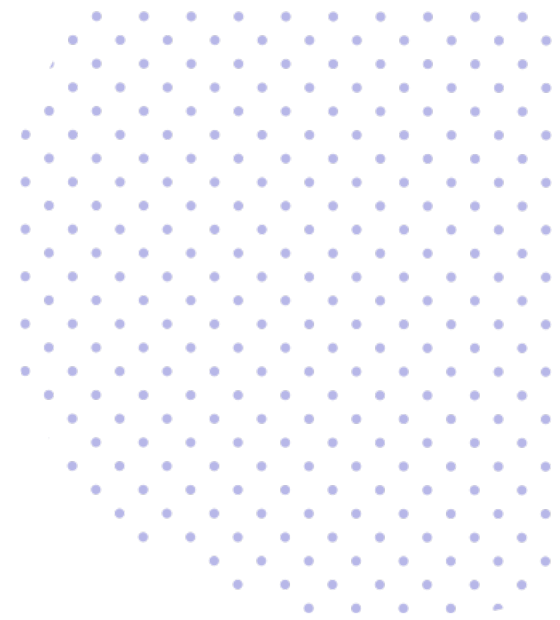
TSR INSIGHT

Insight led, insight out

Insight – ‘the capacity to gain an accurate and deep understanding of someone or something’

If you had to sum something up in one or two sentences, what would you say? What is your ‘elevator pitch’?

- What do you absolutely need from this research?
- What is your hypothesis?
- When you read the report, if you only had seconds to sum it up, what would you say?



Methodology matters



© marketoonist.com

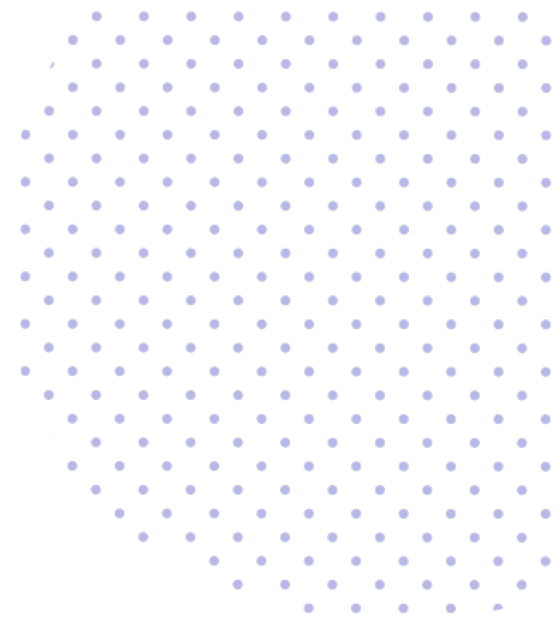


TSR INSIGHT

Start with secondary research

What have you already got?

- **Data analysis**
- **Desk research**
- Internal and external sources
- Abundance of data is often a problem to be solved
- **Make sure you have some good questions to ask**



**Primary research is for asking real people
what they think**



TSR INSIGHT

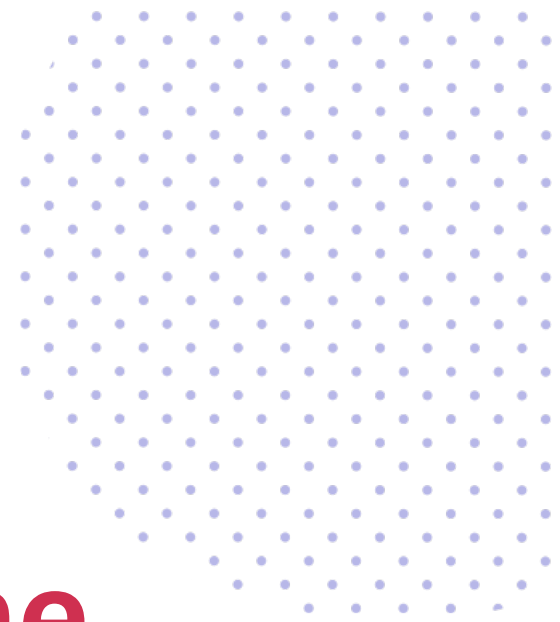
Primary research divides into two main areas

Quantitative research VS Qualitative

- **X% of respondents said**
 - Usually self-completion
 - Closed and open ended questions
- **Participants felt or thought**
 - Interactive and iterative
 - Structured and semi-structured
 - Focus groups and depth interviews
 - Face to face, online or telephone
 - Ethnographic research



TSR INSIGHT



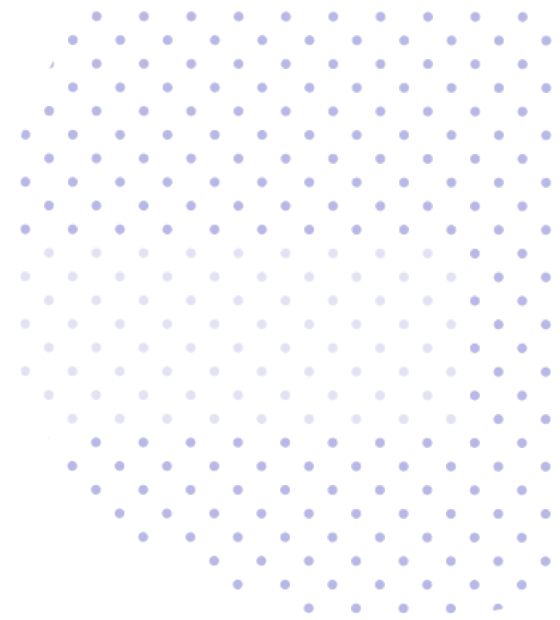
Steps to gathering the right insight



TSR INSIGHT

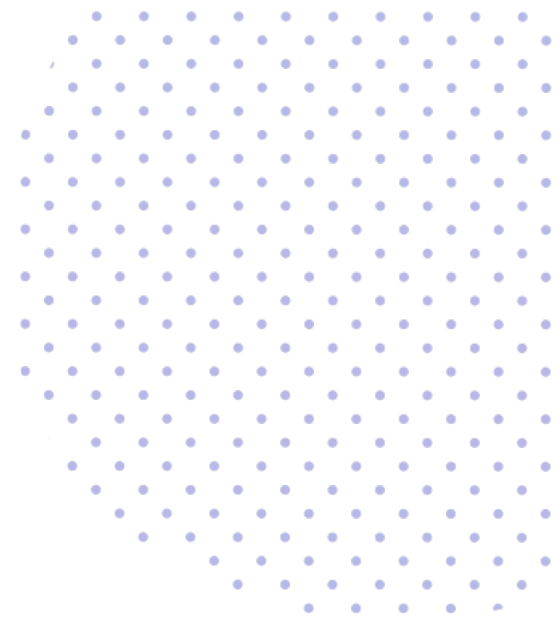
To DIY or not to DIY

- Still write a brief
- Survey Monkey doth make researchers of us all
- Weight up the risks
- Questionnaire design is critical
- Doing your own interviews and focus groups risk bias





TSR INSIGHT



Make a list, check it more than twice

1. Background and objectives
2. Internal audience
3. Target audience
4. Scope
5. Methodology
6. Budget
7. Timetable



TSR INSIGHT

Background and objectives Why are you doing it?

Background

- Strategic context
- Introduce the team, the market, the audience and what the research will inform

Objectives

- What decisions will be taken and why you need the research
- Punchy, like an elevator pitch



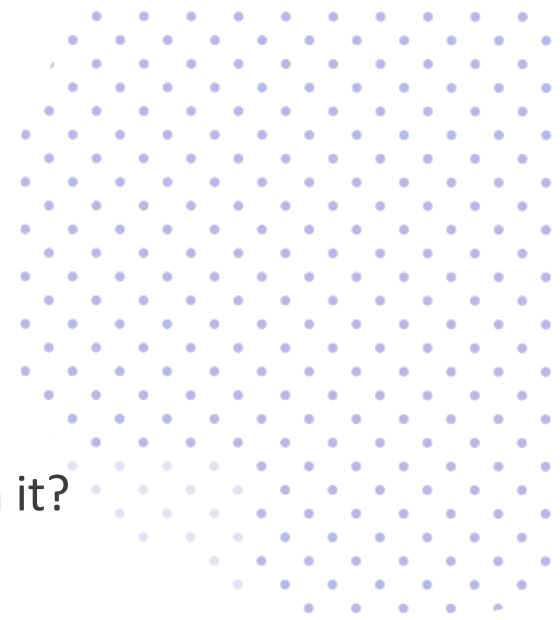


TSR INSIGHT

Internal audience

What does success look like?

- Who will see the work and what's their perspective on it?
- What does success look like for them?
- Are they expecting...
 - A large response
 - A representative sample
 - Depth of knowledge
- **Include who the main contact is for the agency**



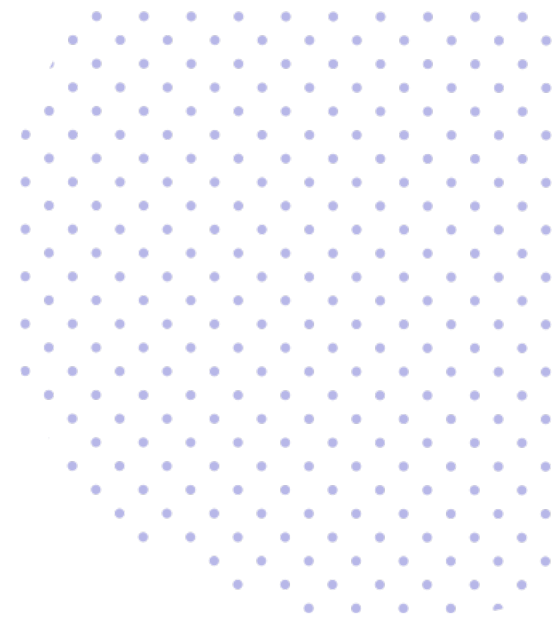


TSR INSIGHT

Target audience

Who you want to ask?

- Current parents/prospective parents
- Current students/prospective students
- Day pupils/boarders
- Overseas agents
- Alumni
- Teachers/staff



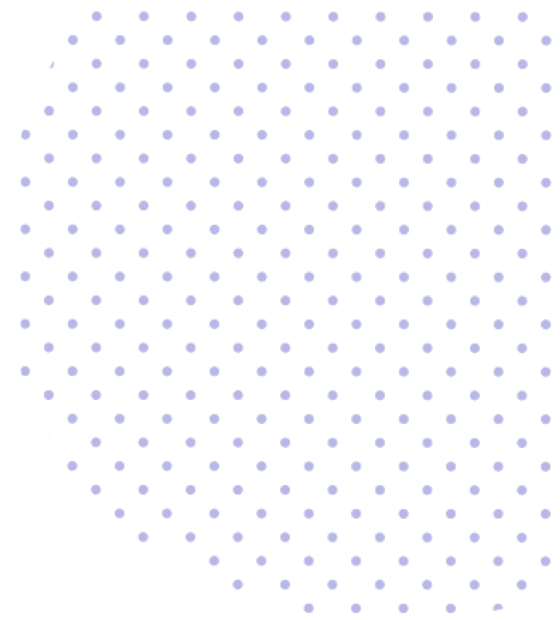


TSR INSIGHT

Scope

What you want to ask?

- List of questions
- Agencies don't expect this to be exhaustive
- There aren't any wrong questions or answers
- A good agency will cluster and interpret to translate this into the actual questions to be asked of the target audience





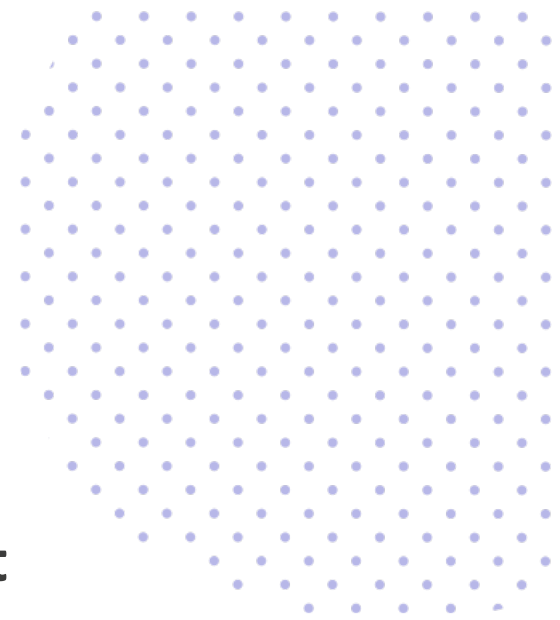
TSR INSIGHT

Methodology

How you want to ask them?

Do you have an idea about what type of insight you need?

- Scale - x% said?
- Depth – how they feel, intrinsic motivations, what might influence someone to actually do something different
- Can you afford both?
- Quantitative research is not ‘data’





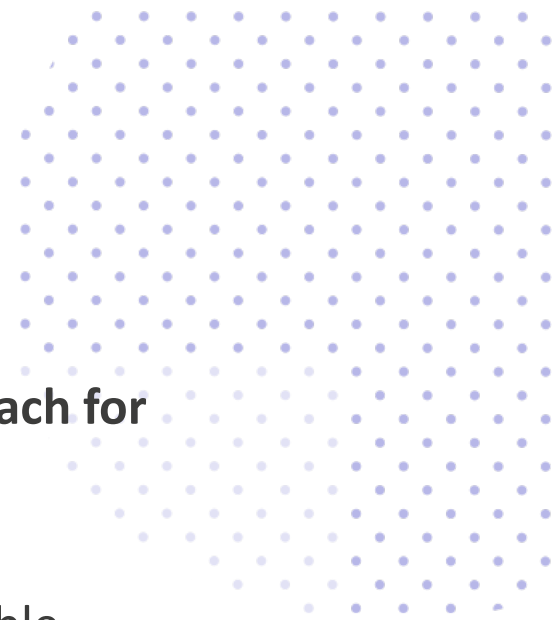
TSR INSIGHT

Budget

To tell or not to tell

The worry... If you say it is £10,000 will you get an approach for £9,999? But, you don't want three proposals at

- £2,000, £8,000 and £20,000
- Use a comparison matrix and don't just focus on tangible deliverables
- Think about the importance of the impact of the research and what will be spent as a result of recommendations when setting budget
- Consider asking for a menu approach if you're not sure how much you want to spend
- Make sure you know what the budget is! Or even, make sure there is a budget...
- And think about your incentives – value, timescale and hard to reach





TSR INSIGHT

Timetable

When you need to make your decisions

| Action | Responsibility | Timeline |
|--|-----------------------------|---------------|
| Commissioning meeting | Research partner and Client | Week 1 |
| Research design | Research partner | Week 1 and 2 |
| Research sign-off | Client | Week 2 |
| Fieldwork | Research partner | Week 3 and 4 |
| Analysis | Research partner | Week 5 |
| Reporting | Research partner | Week 6 |
| Draft report and feedback | Research partner and Client | Week 7 |
| Report delivered Your deadline | Research partner | Week 8 |

Work back from when you need the insight and set a deadline

Be sure of your actual deadlines

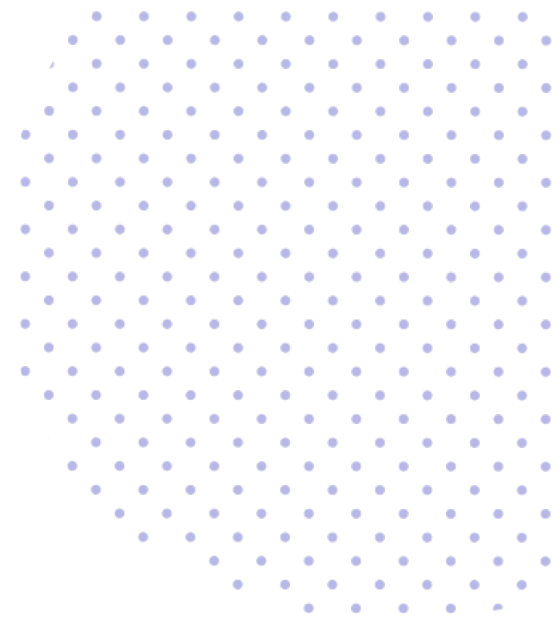
- Example is simple quantitative and what we would create for a client
- For qualitative the timeline includes recruitment and getting in people's diaries
- Be aware that some research can be done really quickly
 - But, some research needs a fieldwork period that can't be rushed, but the reporting can be speeded up
- Make sure your key staff are free
 - Not on holiday for example and know they might be needed to sign things off



TSR INSIGHT

5 tips to the perfect research partner

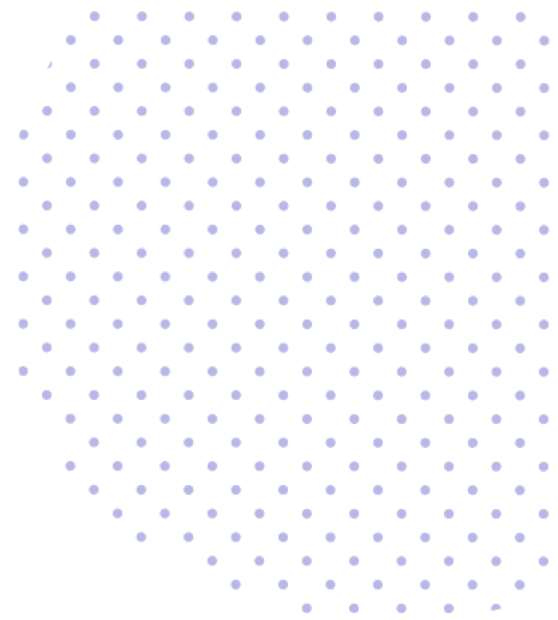
1. Know your brief
2. Do your research
3. Invite 3 agencies to submit proposals
4. Know who will be managing your project
5. Know your budget



TSR INSIGHT

Finding the right agencies to choose from Market Research Society Buyer's Guide

The screenshot displays the 'The Research Buyers Guide' search interface on the MRS Evidence Matters website. The page includes a search bar with the placeholder text 'Search for a company by name or use the filters below'. Below the search bar are five navigation tabs: 'Research locations', 'Services', 'Expertise', 'Sectors', and 'Respondent types'. The search results section shows a list of 256 companies, with 'TSR INSIGHT' highlighted. The details for 'TSR INSIGHT' include the company name, location (Sheffield), phone number (01143122605), a brief description of their services, and their status as a 'Full Service Agency - Certified Member'.



5 Key take-aways



To understand the influencers and influenced you need a clearly defined brief

1. Be insight led, insight in equals insight out
2. Take your time, define your objectives, your agency need to know what you need and why
3. Knowledge is power, no amount of detail about who you want to ask or what you want to know is too much
4. Budget matters, think of your business need and make the process as efficient as possible
5. And finally, think about the proposal and insight you want to receive and brief agencies in a way that enables them to deliver that for you

TSR INSIGHT

Thankyou!

Julie Vincent

Follow me on Twitter [@JulieVincentTSR](#)

Julie.Vincent@tsrinsight.com

tsrmatters/tsrinsight.com

Clare Riding

Follow me on Twitter [@MissClareRiding](#)

Clare.riding@ua92.com

