
Creating PAC Surveys to Understand Your Audience

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President
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“A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is.”

-Scott Cook

**RESEARCH IS
CREATING
NEW KNOWLEDGE**

-Neil Armstrong

One must understand what people are thinking, feeling and believing in order to enchant them

- Guy Kawasaki

If your target audience isn't listening, it's not their fault, it's yours.

*- Seth Godin,
Small is the New Big, p.14*

“IF YOU'RE NOT LISTENING, YOU'RE NOT LEARNING.”

- Lyndon Baines Johnson

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What do you know?

- Informal Conversations
- Focus Groups
- Surveys

What do you need to know?

Benchmarking Benefits
Current Sentiments
Avenues for Growth
Level of Knowledge
Message Targeting
Strengths & Weaknesses
Identify Myths

Education

Awareness

Message Testing



Determine your audience

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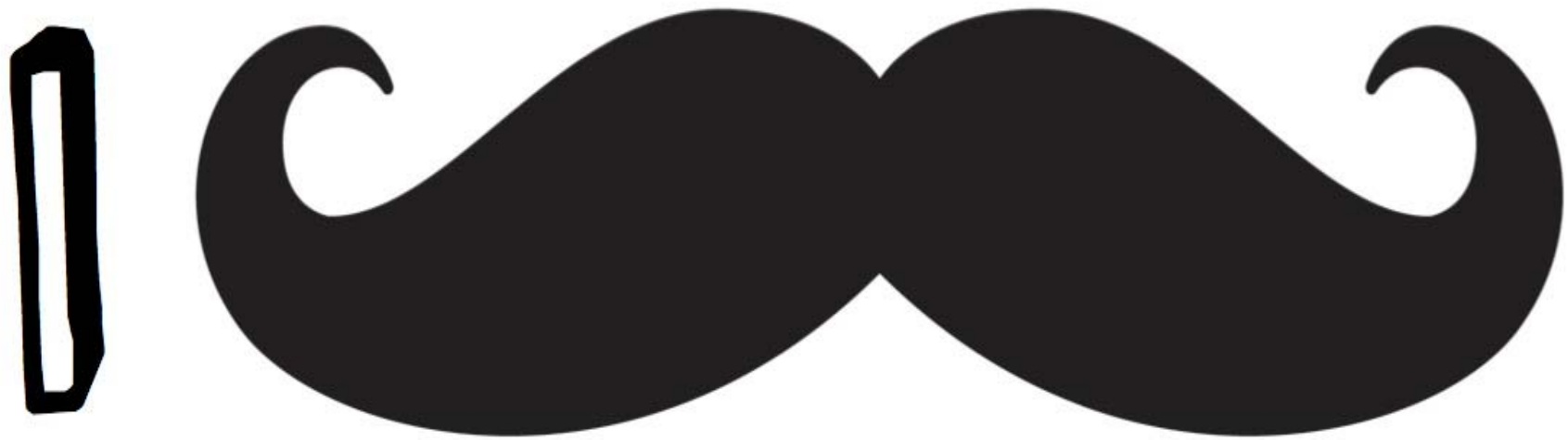
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Select the right tool

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YOU A QUESTION

But how many? What kind?



How will you communicate it?

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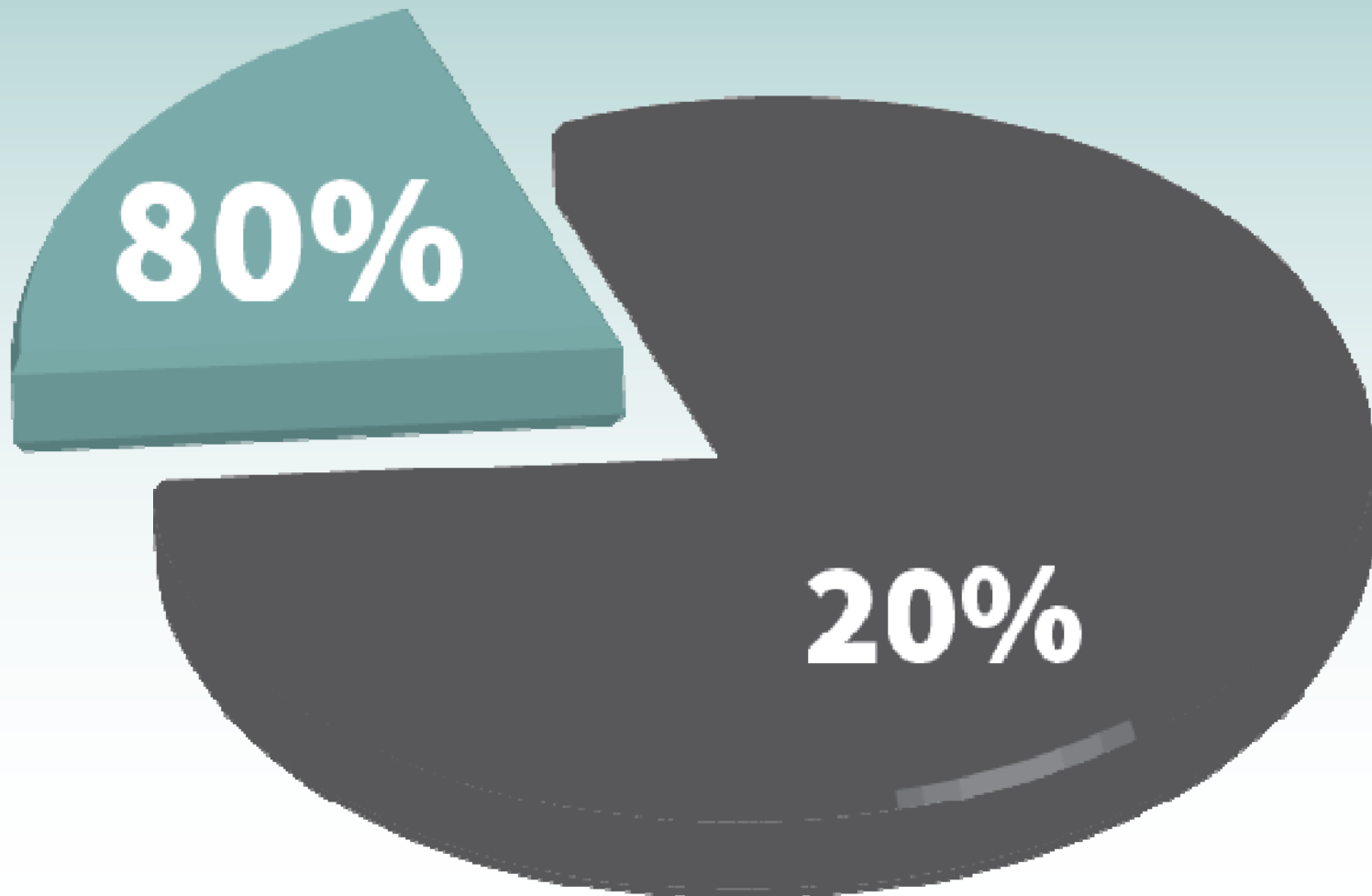
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And test again!

What is **considered** success?



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Analysis: or when the real fun begins

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Tell them what you learned!

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