

# Surveys: Creating the Right Approach

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**EQUINE NETWORK**

# Run of Show

- Nice to Meet You
- Research Overview
- Getting Started with Your Survey
- Survey Analysis
- Using Your Results to Dive Deeper
- Ways to Take Action
- Q&A





Nice to Meet You





**Rhianna Russell:** serves as an Account Manager for Catapult Creative, an Equine Network company. She oversees client strategy, relationships and big idea activations for some of the world's largest equestrian brands in consumer products, veterinarian and event spaces. Rhianna has been working in marketing, specifically in equine, for nearly 10 years and holds extensive knowledge of the unique needs and challenges businesses face in this industry. Giving back to the equine industry has been a passion starting with her experience as Miss Rodeo Colorado in 2014 and continuing through a variety of philanthropic efforts coaching and mentoring young adults looking to further develop themselves as young horsemen and horse industry professionals.

# Our Agency Focus

Catapult is an equestrian specialized agency within Equine Network with a variety of creative service and research offerings. Our research team offers unparalleled expertise in survey writing, programming, analysis and qualitative execution.

With decades of endemic experience across the team, we work to identify your challenges and goals to develop a comprehensive research plan allowing you to move forward confidently in product development, marketing and sales.

**Our results are polished, but our boots are dirty.**

# You Might Know Us Better By The Names....

EquiManagement Business Solutions for Equine Practitioners

THE **HORSE**  
YOUR GUIDE TO EQUINE HEALTH CARE

STABLE  
MANAGEMENT

EQUUS

Catapult  
CREATIVE

**eLECTRONIC VET**  
SAFE | SIMPLE | SECURE

 **Horse Radio Network**  
*The Voice of the Horse World!*

**ALL STAR**  
TEAM ROPING

**Horse&Rider**

**Horse&Rider**  
ONDEMAND

BREAKAWAY  
ROPING.COM

THE  
**BREAKAWAY**  
ROPING JOURNAL

**USHJA** IN STRIDE

**CALF ROPING**  
.COM

**Barrel**  
Racing

**NTR**  
NATIONAL  
TEAM ROPING

**ARIAT**  
WORLD  
SERIES  
OF TEAM ROPING

**USTRC**

**BarrelRacing**  
MAGAZINE

DRESSAGE  
TODAY

PRACTICAL  
HORSEMAN

PRACTICAL  
HORSEMAN  
ONDEMAND

**ROPING**  
POWERED BY  
THE TEAM ROPING  
FORUM

The **TEAM ROPING**  
JOURNAL

 A HOME  
FOR EVERY  
HORSE  
Fed by

**HOPE**  
IN THE SADDLE

**HORSE**  
WEEK

 **US Rider**  
EQUESTRIAN MOTOR PLAN

**HAULSAFE**  
ROADSIDE ASSISTANCE FOR LIVESTOCK SHOWMEN

**US ROPER**  
ROADSIDE ASSISTANCE





# Research Overview

# What Does Research Do?



Puts consumers first



Minimizes risk



Defines your audience



Identifies focus and purpose



# Why Quantitative?

Quantitative research, like surveys, uses numerical data to identify trends throughout your sample or audience. This is the ideal start to any research program to reveal macro topics that may be best supported with further research in either quantitative or qualitative efforts. Think of surveys for:

- How many people have heard of your brand?
- Where does your brand fit in the mix of competitors?
- Is your pricing fair?
- What marketing efforts are most appreciated?
- Are there features the market wants that you do not provide?

# Why Qualitative?

Qualitative, like focus groups, uses opinions and concepts to tell a deeper story between your product and your audience. Taking a finding from a survey and probing deeper via interviews, shopalongs or other conversations provides a more in-depth, personal account to why someone responded the way they did.

- Tell me about your experience with this product
- Walk me through why you don't think of us as a solution for your need
- What is an example of a brand experience that did change your opinion





# Getting Started with Your Survey





# Identify Your Goal

Identifying the goal of consumer research is a critical first step that guides the entire research process. Starting with these steps can help identify and define your research goals:

## Understand the Business Context:

- **Identify Business Needs:** Determine what your business needs to know or understand better. This might be about consumer preferences, market trends, or the effectiveness of a marketing campaign.

## •Define Research Objectives:

- **Specificity:** Clearly articulate what the research aims to achieve. **Objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).**
- **Prioritize:** Determine the most critical objectives to focus on, especially if there are multiple areas of interest.
  - What is nice to know vs what is critical to accomplishing your goal



# Considerations at the Start of Your Program

Conducting a survey with a few questions and simple analysis can be an effective option. However, consider what items or support will be needed to accomplish your goal:

- Do you have the audience?
- Do you need to purchase lists or audience support?
- Do you feel confident in analyzing the data enough to obtain actionable information?

Depending on the answers to these questions you may want to partner with research experts.

# Constructing Your Survey

- Start your survey in a Word doc for easier editing
  - Include qualifiers throughout
- Identify your incentive for participants
  - Discount
  - Gift card
  - Prize pack
- Decide how you will distribute
  - Response rates are typically similar to your marketing tactic's CPR (cost per result)
    - Email
    - Web banners
    - Social distribution
    - Direct mail with QR code
    - At product POP
  - Program for sends
    - Knowing how to use your platform is key
  - Pulse check to ensure responses are on target
    - Adjust as needed
- Compile results and analyze
  - Tie to your goal
- Identify actions to take from these findings

# Survey Best Practices

- Keep it Short
  - 15 question is the maximum recommended amount of questions to obtain quality responses with a reasonable quantity.
  - Multiple surveys can be conducted to obtain answers to additional questions
- Incentives
  - One large incentive is more enticing than several smaller incentives
  - Utilizing a brand specific incentive that is popular among your audience is most appealing
- Consider Time of Year
  - It is not recommended to conduct surveys during the holidays or other times of year with high marketing competition







# Survey Analysis



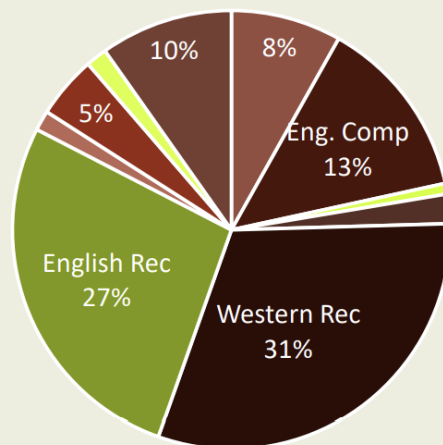
# Deep Dive into Demographics

Conditional formatting and qualifying questions allow for intricate identification of demographics.

## PRIMARY RIDING DISCIPLINE

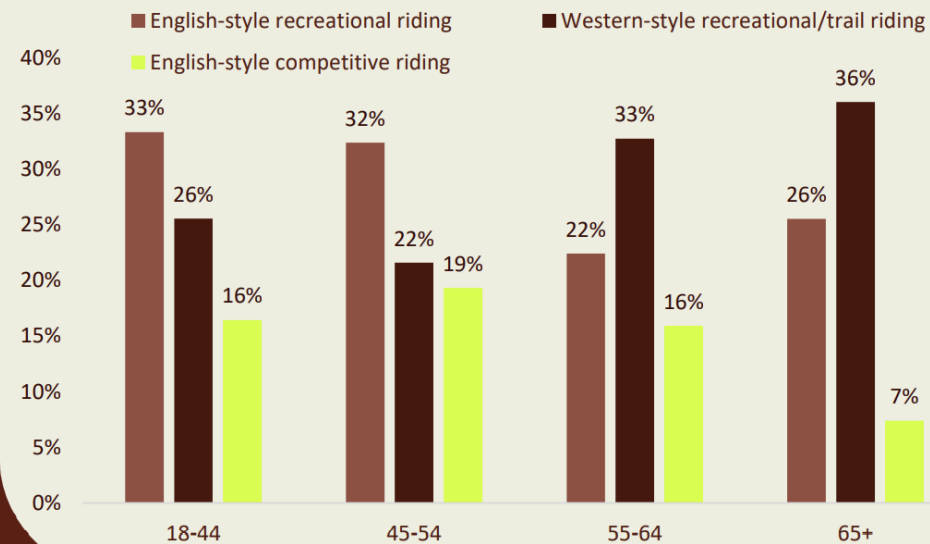
% Selecting as Primary Discipline

- Western-style competitive riding
- English-style competitive riding
- Competitive driving
- Racing/performance riding
- Western-style recreational/trail riding
- English-style recreational riding
- Recreational driving
- Breeding/Training
- Working horsemanship/ranching
- Other



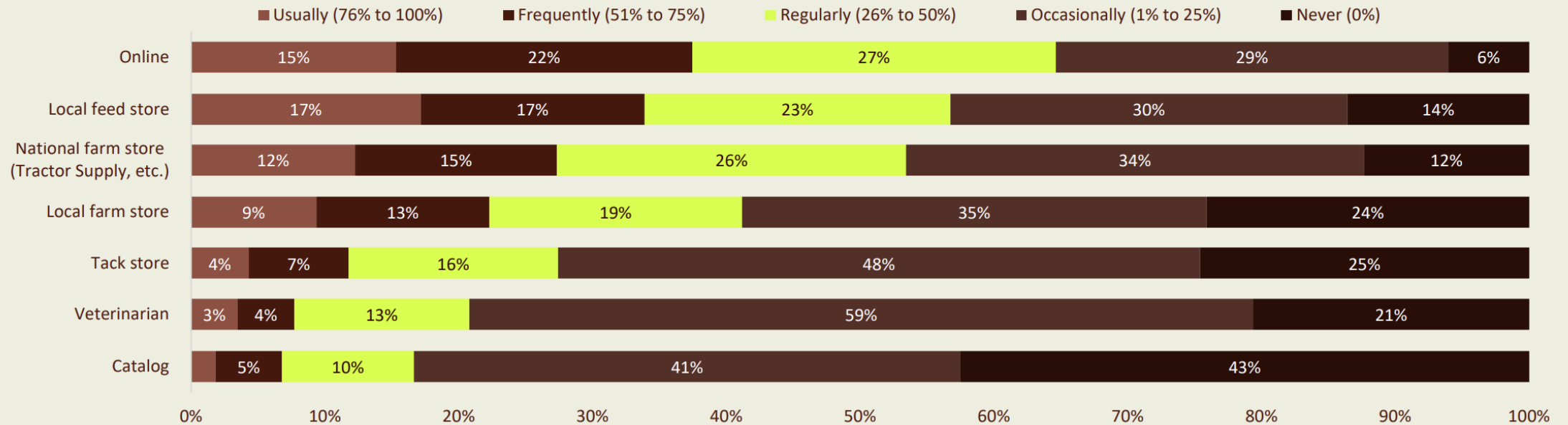
## PRIMARY DISCIPLINE, BY AGE

% Selecting as Primary Discipline



# Purchasing Data Analysis

**HORSE PRODUCT PURCHASE LOCATIONS IN LAST 12 MONTHS**  
% Purchasing at Given Level in each Channel



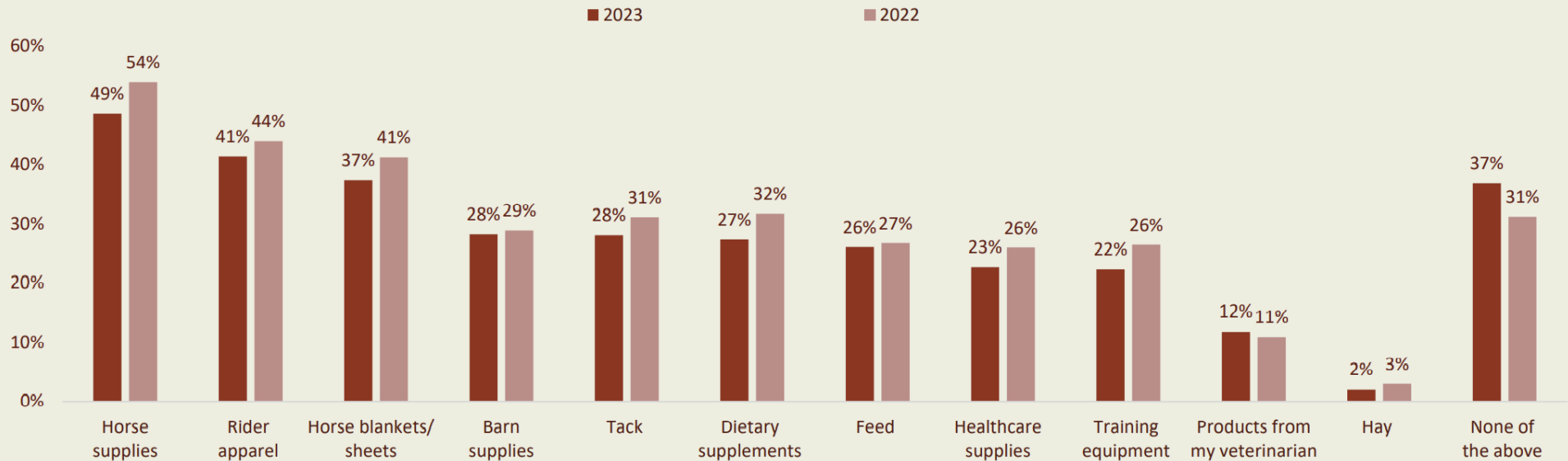


# Purchasing Data Analysis

- 63% of horse owners regularly use coupons for at least one of the categories listed
- The use of coupons appears to be down slightly compared to last year, but horse supplies remain the most popular coupon category

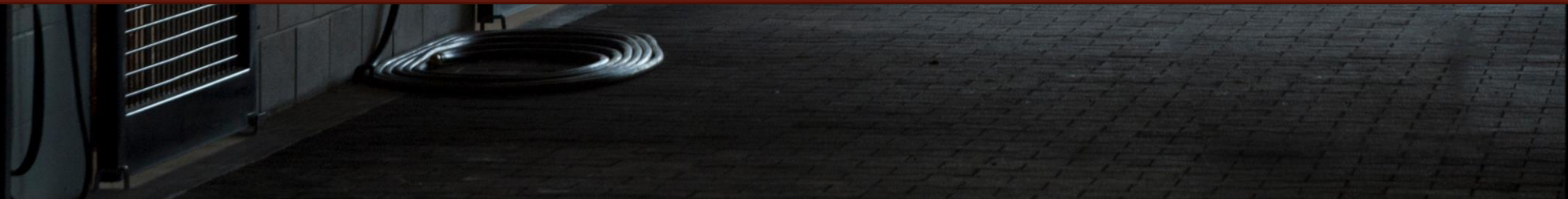
## PRODUCT COUPONING

% Using Coupons for Category in Which They Make Purchases





## Using Your Results to Dive Deeper







Surveys seem like the easiest answer but aren't always the most comprehensive to your goal.



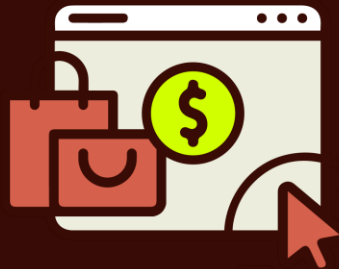
# Qualitative Tactics



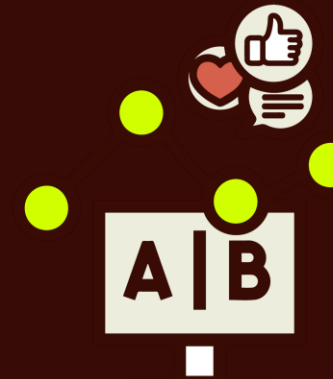
Focus Groups



Brick and Mortar Shopalongs



E-Commerce Purchase  
Shadowing



Product Testing Analysis

# Focus Groups

Focus groups offer an exceptionally close look into your consumer's lives, decision making process and emotional triggers. As a result, they deliver clear and actionable insights to drive marketing and business strategy, innovation, and growth.

- Ask the right questions to get to the meaningful story
- Obtain insight into how and why people are making decisions
  - What ideas have the most impact
- Recruiting process is important to getting the best output.
  - Qualifying questionnaire is key
  - You will need to find articulate people that are a true representation of your desired audience.

# Brick and Mortar Shopalongs

- Use insights to optimize store layout and improve the overall shopping experience.
- Engage with consumers directly, fostering a deeper understanding of their needs and preferences.
- Use this information to develop more targeted and effective marketing strategies.

## Competitive Analysis:

- Observe how consumers interact with competitors' products and displays within the same shopping trip.
- Gain insights into competitive positioning and areas for differentiation.

## Enhanced Product Placement and Merchandising:

- Learn which product placements and displays attract the most attention and drive sales.
- Determine the effectiveness of in-store promotions and adjust strategies accordingly.

## Contextual Influences:

- Understand how environmental factors such as store ambiance, lighting, and staff interactions influence purchasing decisions.
- Identify triggers for impulse buys and strategically place products to capitalize on these opportunities.

# E-Commerce Purchase Shadowing

## Gain Insights into Your Customers' Digital Shopping Experience:

- Monitor how customers navigate your e-commerce site in real-time, providing a clear picture of their journey from landing page to checkout.
- Discover obstacles or frustrations customers encounter, such as difficulties in finding products, lengthy load times, or confusing navigation.

## Feedback on UX and UI:

- **User Experience (UX):** Assess how intuitive and user-friendly the website is, identifying areas where users struggle and where the experience can be streamlined.
- **User Interface (UI):** Gather feedback on the visual design, layout, and overall aesthetic appeal of the site, ensuring it is attractive and engaging to users.
- Understand how design elements impact user interactions and make informed changes to enhance the overall experience.

## Learn About Shopping Function, Flow, and Habits:

- Analyze the steps customers take to complete a purchase, including search, product selection, and checkout processes. Identify any stages where customers commonly abandon their carts.
- Understand consumer behavior, such as browsing patterns, time spent on pages, and how they interact with different site features.
- Evaluate the effectiveness of site functionalities like search filters, product recommendations, and payment gateways.



# Product Analysis and Testing

## Effective for Brands Looking to Revamp or Launch a New Product:

- **Revamp Products:**
  - Identify weaknesses and areas for improvement.
  - Compare with competitors to find market positioning.
  - Test changes with consumers to ensure satisfaction.
- **Launch New Products:**
  - Validate market needs and solve specific problems.
  - Optimize features through consumer testing.
  - Minimize post-launch risk by addressing issues early.

## Gain Direct Opinions from Consumers:

- **Benefits:**
  - Obtain direct insights and identify pain points.
  - Improve user experience based on direct consumer feedback.

## Valuable Insights into Product Effectiveness and Function:

- **Performance Testing:**
  - Assess functionality under various conditions.
  - Test durability and reliability over time.
- **Usability Testing:**
  - Evaluate ease of use.
  - Observe user interactions to understand behavior.
- **Aesthetic and Design Feedback:**
  - Gather opinions on design and visual appeal.
- **Market Fit:**
  - Ensure the product meets consumer expectations and industry standards.
  - Evaluate the product's value proposition against competitors.



# Ways to Take Action

# Internal Opportunities

- Board and stakeholder presentations
- Retailer training
- In-store/online POP materials
- Catalog assets
- Social content paid and organic
- Tradeshow and event production pieces
- Advertising components in print and digital

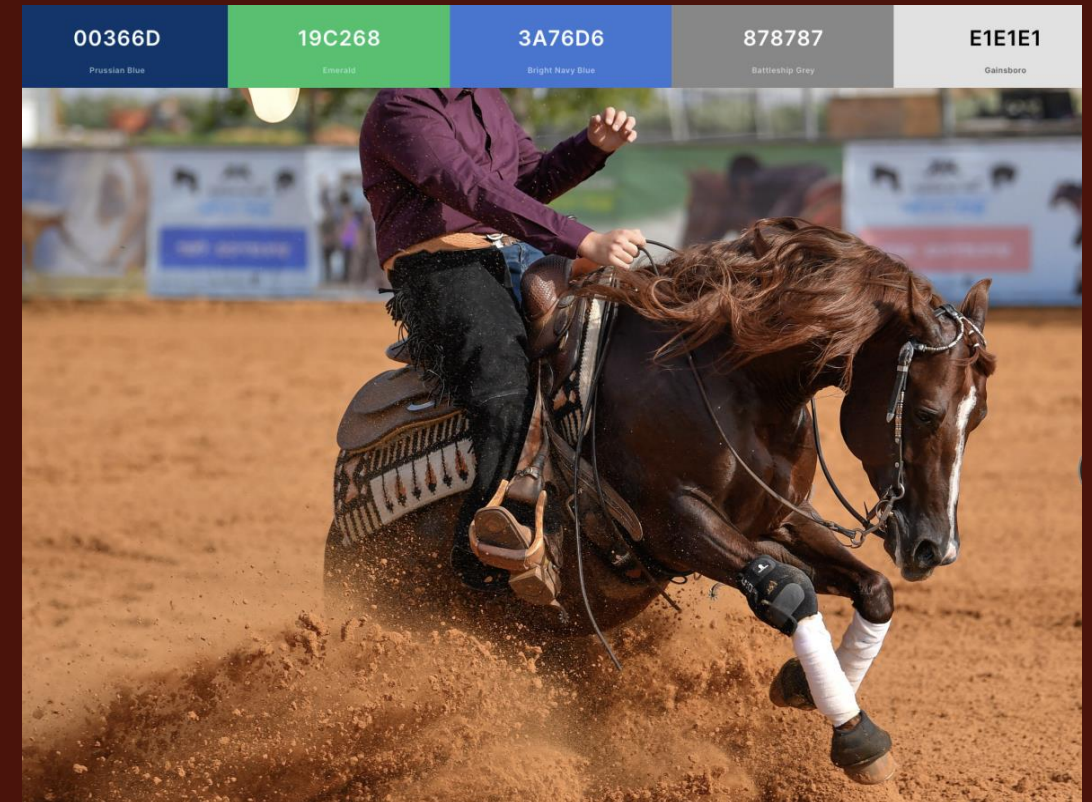
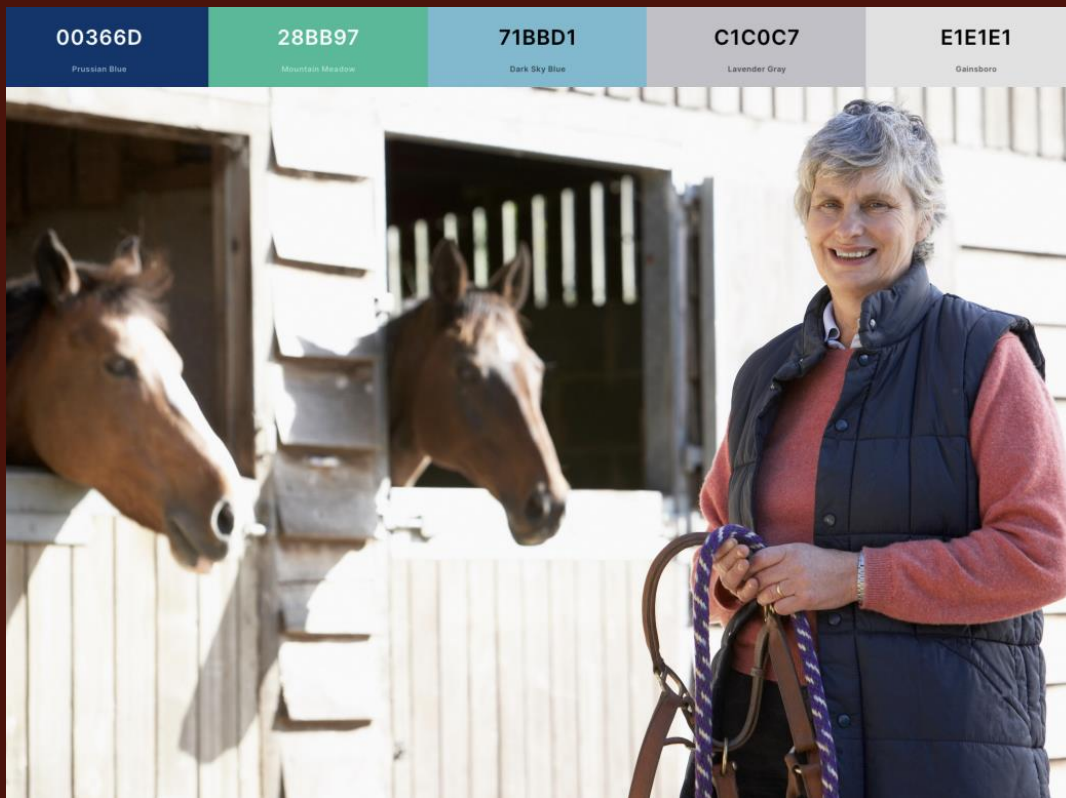
# External Opportunities

- Devote time and resources to the most preferred mode of communication
- Adjust product imagery or benefits to appeal more appropriately to your audience
- Clearly communicate brand differentiators
- Develop messaging that communicates the most important customer requested benefit
- Deploy influencers to add authenticity
  - connect your audience to the product through someone they know and respect



# Case Study Example

- Series of mini surveys to gain initial quantifying knowledge of brand awareness with a follow up on perceptions to reposition
  - Resulted in 10x greater sales







Q&A





Thank You

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