

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

USING MARKETMAKER TO BETTER SERVE YOUR CLIENTELE

Benedict Posadas, Amanda Seymour and Randy Coker
Mississippi State University, Coastal Research and Extension Center
Website: <http://www.coastal.msstate.edu/nre.html>

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How can I use MarketMaker (MM) to better serve my clientele in Mississippi?

A great place to start is by conducting Market Research. Using Market Research is a great tool to help determine where certain segments of the population based on age group, household type, race, income, education level, foreign born, and food preferences can be found on a county or state level. This information can be useful in helping clientele determine how to target advertising, or market to certain demographic groups.

What types of Market Research can I do in MarketMaker?

There are 7 types or areas of research in which to begin your Market Research -- age, household type, race, income, education level, foreign born, and food preference. Each of these types is further broken down into additional sub-type, which can be used to more specifically identify your target audience. There are 6 age groups to choose from. Household type has 5 sub-type categories. Race has 6 sub-type categories. Income is broken into 4 sub-types. Education level has 5 sub-type categories. The foreign born area contains a total of 23 sub-types. The food preferences type is broken into an 20 sub-types.

Can I conduct Market Research in more than one state?

Yes! You can conduct the search in any and all of the 16 participating states plus Washington, D.C. You can select a combination of states from 1 to 17. You may also choose to search by county instead of by state. If you choose this option, you can only search in one state at a time.

What will my Market Research results look like?

The market research results will be presented in map form with different colored shaded areas, each representing a different range of the results.

Examples of how to conduct Market Research in future MarketMaker Newsletter issues.

The fourth week issue of each month will contain instructions on how to conduct Market Research in MM. Each issue will deal with a different population segment to better assist you when helping your clientele get the most out of MM.

Where can you find MarketMaker?

MM can be viewed at – <http://ms.marketmaker.uiuc.edu/> or by searching for “Mississippi MarketMaker” in your favorite internet search engine.

How do I sign up for the MarketMaker Training Workshop in October 2011?

Go to <http://www.coastal.msstate.edu/MSMMWorkshops.html>.

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