

# 14 WAYS TO WATCH AND LEARN FROM YOUR CUSTOMERS



## IDEA 1

Get your mum or grandmother to make a purchase on your website



## IDEA 2

Join online forums and Facebook groups where your target market hang out



## IDEA 3

Have a random stranger use your website



## IDEA 6

Have a read of the annual Sensis Social Media report



## IDEA 5

Analyse how visitors are using your website



## IDEA 4

Set up google analytics for your website.



## IDEA 7

Watch people in your store.



## IDEA 8

Use analytics to understand product popularity.



## IDEA 9

Head to the Australian Bureau of Statistics to better understand your potential customers.



## IDEA 12

Tap into market research panels to test ideas



## IDEA 11

Actively monitor and respond customer reviews



## IDEA 10

Get someone to do some mystery shopping on your website or in your store



## IDEA 13

Analyse your email statistics



## IDEA 14

Check out IbisWorld industry stats