

# The Market Research ChatGPT Cheat Sheet

ChatGPT presents an unprecedented opportunity to revolutionize the landscape of market research. By harnessing the power of ChatGPT, market researchers gain access to a dynamic toolkit that empowers them to unearth invaluable insights, cultivate meaningful engagements with target audiences, and steer decision-making processes with unwavering precision. Here are five impactful strategies for leveraging ChatGPT in market research, accompanied by examples and tailored prompts to maximize effectiveness:

## Customer Insights:

**Customer Journey Mapping** - "Map out the typical customer journey for our product/service, highlighting key touchpoints and potential areas for improvement."

**Voice of Customer (VoC) Analysis** - "Analyze customer feedback from online reviews and social media to identify common themes and sentiment."

**Customer Satisfaction Survey** - "Generate survey questions to measure customer satisfaction with our product/service and suggest improvements based on responses."

**NPS Insights Generation** - "Analyze NPS survey responses to identify trends and insights, and generate strategies for addressing feedback from promoters, passives, and detractors."

## Brand Perception:

**Brand Awareness Survey** - "Develop survey questions to assess brand awareness and perception among our target audience."

**Brand Positioning Analysis** - "Analyze how our brand is positioned relative to competitors in the market and recommend adjustments to strengthen our positioning."

**Brand Equity Measurement** - "Identify key metrics for measuring brand equity and suggest methods for tracking and improving brand value."

**Brand Loyalty Analysis** - "Analyze customer retention rates and loyalty behaviors to assess the strength of our brand loyalty initiatives."

## Product Research:

**Product Testing** - "Recommend methodologies for conducting user testing sessions to gather feedback on product usability and features."

**Feature Prioritization** - "Propose a framework for prioritizing product features based on customer needs and market demand."

**Concept Testing** - "Suggest approaches for testing new product concepts or prototypes with target customers to gauge interest and viability."

**Pricing Research** - "Generate survey questions to gather feedback on pricing preferences and willingness to pay for our product/service."

## Insights Community Management and Engagement:

**Moderate a member discussion** - "Generate 5 responses to this member's comment using a professional and energetic tone of voice."

**Email communication** - "What are some effective email subject lines for the following scenario: xxx" & "Write an email to encourage the recipient to participate in a survey about telehealth."

**Generate engagement activity ideas** - "Brainstorm 10 discussion topics about the Grammy's."

**Summarizing insights from activities** - "Summarize the key insights from this recent discussion board, highlighting noteworthy findings or trends."

## Market Analysis:

**Market Segmentation** - "Identify key demographic segments within our target market and suggest strategies to tailor our marketing efforts accordingly."

**Market Sizing** - "Estimate the potential market size for our new product/service based on available industry data and trends."

**Competitive Landscape** - "Provide an overview of our top competitors, including their strengths, weaknesses, and market positioning."

**Market Trends** - "Research and summarize recent trends in our industry, highlighting potential opportunities and threats for our business."