

DIAGNOSE

The Market Research Checklist

Ten questions every Irish business should be able to answer before building a growth strategy. If you cannot answer them - that is where we start.

The Market Research Checklist

Answer honestly. Most businesses score 4 or fewer on their first attempt - and that is exactly why strategy fails.

01	CUSTOMER UNDERSTANDING	Can you describe your three most valuable customer segments - by behaviour, not just demographics?	<input type="checkbox"/>
02	NET PROMOTER SCORE	Do you know your current NPS? Have you measured it in the last 12 months?	<input type="checkbox"/>
03	COMPETITIVE LANDSCAPE	Can you name your top three competitors and say specifically why a customer would choose you over them?	<input type="checkbox"/>
04	MARKET SIZE	Do you know the total addressable market for your core product or service in Ireland?	<input type="checkbox"/>
05	CUSTOMER FEEDBACK	In the last 6 months, have you formally gathered customer feedback - beyond anecdote and assumption?	<input type="checkbox"/>
06	CHURN AND RETENTION	Do you know your customer retention rate? Do you know why customers leave?	<input type="checkbox"/>
07	BRAND AWARENESS	Has your target audience actually heard of you? Do you have any data to support that?	<input type="checkbox"/>
08	CHANNEL PERFORMANCE	Do you know which marketing channels are actually driving revenue - not just traffic?	<input type="checkbox"/>
09	PRICING CONFIDENCE	Is your pricing based on research and value - or on what felt reasonable at the time?	<input type="checkbox"/>
10	STRATEGIC FOUNDATION	Is your current strategy built on real evidence - or your best guess about what the market wants?	<input type="checkbox"/>

SCORE GUIDE: 0-3: Research foundation needed 4-6: Gaps to address 7-9: Good base 10: Ready to strategise

STRATEGISE

The Growth Strategy Canvas

A one-page framework for building a growth strategy grounded in evidence. Complete each section in order - the sequence matters.

The Growth Strategy Canvas

Complete in order. Each section builds on the last.

01 WHERE YOU ARE NOW

Describe your current position honestly. Revenue, market share, key strengths, key weaknesses.

02 WHERE YOU WANT TO BE

Define success in 12 months. Be specific - revenue targets, new markets, new clients.

03 YOUR CUSTOMER

Who is your ideal client? What do they actually need? What problem are you solving for them?

04 YOUR COMPETITION

Who are your top three competitors? Where are you stronger? Where are you vulnerable?

05 THE OPPORTUNITY

Based on your research, where is the clearest gap in the market? What is underserved?

06 YOUR STRATEGY

In one sentence - what is your growth strategy? How will you win?

07 THE PLAN

Three priorities for the next 90 days. Specific actions, owners and deadlines.

EXECUTE

The Campaign Planning Template

Strategy without execution is just intention. This template turns your growth strategy into a structured, measurable campaign plan across every channel.

The Campaign Planning Template

One row per campaign activity. Complete before any executional work begins.

CHANNEL	OBJECTIVE	AUDIENCE	KEY MESSAGE	BUDGET	TIMELINE	OWNER	KPI
Digital							
Print							
PR / Media							
Events							
Email							
Social							
Radio / TV							
Other							

REMINDER: Every activity needs a measurable KPI. If you cannot measure it, reconsider whether it belongs in the plan.

MEASURE

The KPI and NPS Tracker

The metrics that matter for Irish SMEs. Track these consistently and your strategy evolves with the market - rather than behind it.

The KPI and NPS Tracker

CORE KPIs TO TRACK MONTHLY

REVENUE Total revenue vs target	TARGET: _____
NEW CLIENTS New clients acquired this month	TARGET: _____
PIPELINE VALUE Estimated value of active leads	TARGET: _____
CONVERSION RATE Leads to clients %	TARGET: _____
RETENTION RATE Clients retained month on month	TARGET: _____
WEBSITE TRAFFIC Unique visitors	TARGET: _____
LEAD SOURCES Where are enquiries coming from?	TARGET: _____
COST PER LEAD Total marketing spend / leads	TARGET: _____
NPS SCORE Net Promoter Score (see right)	TARGET: _____
SOCIAL REACH Organic reach across channels	TARGET: _____

HOW TO RUN AN NPS SURVEY

THE QUESTION
Ask one question: "On a scale of 0 to 10, how likely are you to recommend us to a colleague or friend?"
SCORING
9-10 = Promoters. 7-8 = Passives. 0-6 = Detractors. NPS = % Promoters minus % Detractors.
WHAT GOOD LOOKS LIKE
Above 0 is positive. Above 50 is excellent. World class is 70 or above. Irish SME average is 30 to 40.
WHEN TO RUN IT
After every project. Quarterly for ongoing clients. Annually for your full client base.
WHAT TO DO WITH IT
Follow up with every Detractor personally. Ask Promoters for a testimonial or referral.

Want help building your own business framework?

Book a free 30-minute call online at leonardadvisory.ie for a straight conversation about how we can help you grow your business.