

7.11: What Do Marketers Do?

Research is a part of many career paths for marketers and business personnel. Financial planners, human resource managers, logistics analysts, and marketing strategists all use research on a daily basis. Most businesses now rely upon customer loyalty and product/service ratings as they attempt to gain distinction among competitors. Many companies now ask consumers to rate their products and services. That rating is the next best thing to asking friends and family members for product suggestions. Customers want proof that products or services are reputable. Customer reviews are vital in providing personalized experience and insights to promote customer relationships.

Speak to a consumer insights specialist from a local advertising agency or a professor at your college or another university—especially one who specializes in big data analytics—about the importance of data in marketing decisions. To find an insights specialist or professor, conduct a Google and/or LinkedIn search. Also check out this list of [top marketing professors on Twitter](#).

In your interview, you might ask the following questions, but be sure to also include any questions you might have.

- What is big data, and how do firms gather it?
- How do companies I may be familiar with analyze and use data regularly to inform marketing efforts?
- What are metrics, dashboards, and actionable goals?
- I understand that employee turnover is a major consideration in customer satisfaction these days. How does data analysis help companies measure employee satisfaction?
- Are there specific methods to gather information about customer satisfaction?
- I've received emails after making a purchase online, asking for my feedback. How seriously is this feedback taken?
- Can you give an example of how researchers may use primary and secondary data?
- Are there specific courses I should take if I'm interested in the data side of marketing?

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