



Utilizing Primary and Secondary Research to identify the target Audience and Drive High-Performance Campaigns for the Pillow Category

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Abstract

This paper explores the utilization of primary and secondary research to gain a comprehensive understanding of the target audience for a pillow brand. By analyzing customers' sleep problems and pillow preferences, this study aims to develop targeted high-performance marketing campaigns to drive return on investment (ROI). The research includes the development of a comprehensive survey, data collection, and statistical analysis to identify key factors influencing consumer purchase decisions. The findings inform a strategic digital marketing plan to effectively reach and engage potential customers.

Keywords: Primary research, secondary research, target audience, pillow brand, marketing campaigns, ROI, consumer behavior, digital marketing

Introduction

The pillow market is saturated with various products claiming to offer superior comfort and support. Despite this, a significant portion of consumers remains unsatisfied with their current pillows, leading to various sleep-related problems. This study aims to understand the target audience's needs and preferences for a pillow by leveraging primary and secondary research. The insights gained will help in creating targeted marketing campaigns that maximize ROI and establish a strong market presence.

Literature Review

Previous studies have highlighted the importance of pillow support in maintaining cervical spine alignment and preventing sleep-related discomforts [1]. Despite the availability of various pillow types, consumers frequently report issues such as cervical pain, headaches, and poor sleep quality. Advanced audience segmentation and targeted marketing strategies can address these issues by focusing on the specific needs and preferences of potential customers.

Research on the effects of different pillow types for subjects with chronic neck pain found that soft pillows supporting

cervical lordosis provided effective relief for waking pain [1]. However, there is scant research on the effect of different

pillow types on the production of waking symptoms in healthy subjects. Consequently, various pillow types have proliferated in the marketplace, each claiming to offer high-quality sleep experiences with varying levels of evidence.

Methodology

Research Objectives: The primary objectives of this research are:

- To study customer needs and understand the important pillow features that matter to the target market.
- To introduce a pillow to solve people's sleeping problems and gain a good market share over the next few years.
- To develop a digital marketing strategy to drive targeted high-performance campaigns.

Survey Design: The survey consists of four sections:

- **Psychological and Lifestyle:** Captures data on sleep habits and pillow preferences.
- **Pillow-Specific Questions:** Specific questions regarding pillows, including first impressions and purchase inclination.
- **Demographics:** Collects personal information such as age, gender, marital status, occupation, and income.
- **Comments and Follow-Up:** Allows participants to provide additional feedback and comments.

The questions are strategically designed to capture detailed information on sleep habits, pillow preferences, impressions on existing pillow brands, and demographic data. Likert

scales, nominal, and ordinal scales are used to ensure comprehensive data collection.

Data Collection and Analysis

Data was collected from 174 respondents using the Qualtrics survey tool. The data was then analyzed using SPSS to identify patterns and correlations. The analysis included:

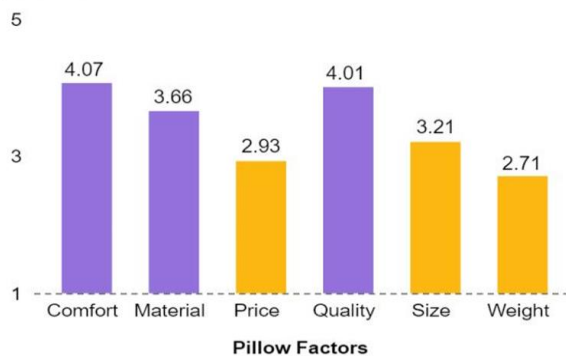
- **Descriptive Statistics:** Summarize the main features of the collected data.
- **Cross-Tabulation:** Explore relationships between different variables.
- **Correlation Analysis:** Determine the strength and direction of relationships between variables.

Results and Discussion

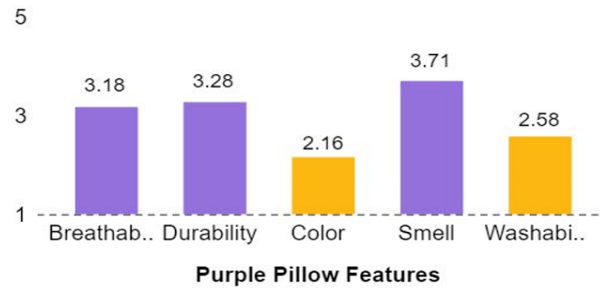
Major Findings

- **First Reactions:** 73% of respondents had a positive first reaction to the pillow brand.
- **Purchase Likelihood:** 98% of respondents indicated they were likely to purchase the pillow, with the highest interest among individuals aged 18-34.
- **Willingness to Pay:** 63% of respondents were willing to spend less than \$50 on the pillow.
- **Preferred Purchase Channel:** 45% of respondents preferred purchasing pillows in-store.
- **Important Features:** Breathability, durability, and smell were deemed important by 96% of respondents with sleeping problems.

Importance

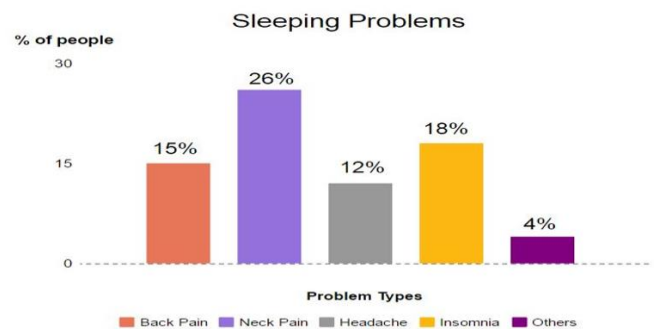
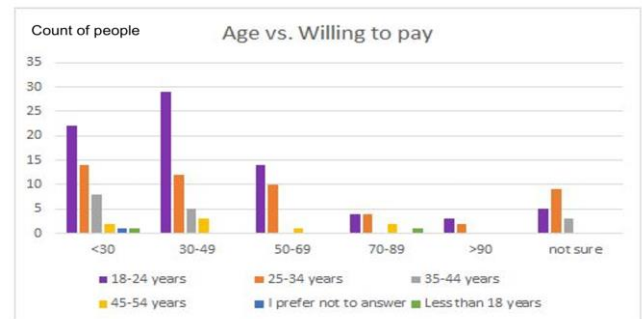


Importance of Purple Pillow Features



Key Attributes and Preferences

- **Gender:** Both men and women showed interest in the pillow brand.
- **Age Group:** The 18-34 age group is most likely to purchase the pillow.
- **Marital Status:** Single respondents showed a higher likelihood of purchase.
- **Preferred Shopping Channel:** In-store purchases were preferred by a significant portion of respondents.



Advanced Segmentation Techniques

- **Behavioral Segmentation:** Analyzing user behavior, including purchase patterns, to develop detailed audience profiles.
- **Psychographic Segmentation:** Leveraging data on consumer interests, values, and lifestyles to create segments based on psychological attributes.

- **Contextual Segmentation:** Using contextual information, such as the content of the web page and the user's current environment, to deliver relevant ads.
- **Predictive Segmentation:** Applying machine learning algorithms to predict future behaviors and preferences of users based on historical data.
- **Lookalike Modeling:** Identifying new potential customers who exhibit similar characteristics to existing high-value customers.

Marketing Campaign Strategies: Given the adtech trends, the following marketing campaign strategies are recommended to effectively reach the target audience and measure campaign efficacy:

Social Media Marketing

- **Platforms:** Focus on Instagram, Facebook, TikTok, and YouTube, where millennials are most active.
- **Content Strategy:**
 - Engaging Visuals and Videos: Create visually appealing content showcasing the unique features of the pillow brand.
 - Influencer Partnerships: Collaborate with influencers who have a strong following in the health and wellness niche to promote the product.
 - User-Generated Content: Encourage satisfied customers to share their experiences with the pillow brand on social media platforms.
- **Measurement:**
 - Engagement Metrics: Track likes, shares, comments, and overall engagement rate.
 - Conversion Metrics: Monitor click-through rates, landing page views, and conversion rates from social media campaigns.
 - Influencer ROI: Measure the performance of influencer posts using unique discount codes or affiliate links.

Search Engine Marketing (SEM)

- **Strategy:**
 - Keyword Targeting: Use keywords related to sleep quality, neck pain relief, and comfortable pillows.
 - Ad Copy: Create compelling ad copy highlighting the unique features and benefits of the pillow brand.
 - Remarketing: Implement remarketing campaigns to target users who have previously visited the website but did not make a purchase.
- **Measurement:**
 - Ad Performance: Track impressions, clicks, and click-through rates (CTR). Cost-per-(CPC): Monitor CPC to optimize bidding strategies.
 - Conversion Tracking: Measure conversions and cost per acquisition (CPA) to assess the effectiveness of SEM campaigns.

Programmatic Advertising

- **Strategy:**
 - Real-Time Bidding (RTB): Use RTB to bid for ad space in real-time, ensuring ads are shown to the most relevant audiences.
 - Audience Segmentation: Leverage advanced segmentation techniques to target specific audience segments with personalized ads.
 - Geofencing: Implement geofencing to target ads to users within a specific geographic location, such as near retail stores where the pillow brand is available.
- **Measurement:**
 - Impression and Click Metrics: Track the number of impressions and clicks for programmatic ads.
 - Viewability Metrics: Measure the viewability rate to ensure ads are being seen by users.
 - In-Store Visits: Use location targeting to measure the number of users who visit stores after seeing the ads and determine the effective cost per visit (eCPV).

Content Marketing

- **Strategy:**
 - Educational Blog Posts: Write blog posts about the importance of sleep quality and how the pillow brand can help.
 - SEO Optimization: Optimize blog content for search engines to drive organic traffic.
 - E-books and Whitepapers: Create in-depth resources about sleep health and distribute them through email marketing and social media.

Measurement:

- Traffic Metrics: Track the number of visitors to the blog and the average time spent on each post.
- Lead Generation: Measure the number of leads generated from downloadable content.
- SEO Performance: Monitor search engine rankings and organic traffic growth.

Measuring Campaign Efficacy: To measure the efficacy of the marketing campaigns, the following key performance indicators (KPIs) should be tracked:

- **Return on Ad Spend (ROAS):** Calculate the revenue generated from the ads divided by the amount spent on the ads.
- **Customer Acquisition Cost (CAC):** Measure the total cost of acquiring a new customer through various marketing channels.
- **Customer Lifetime Value (CLV):** Estimate the total revenue expected from a customer over the lifetime of their relationship with the brand.
- **Conversion Rate:** Track the percentage of users who take the desired action, such as making a purchase or signing up for a newsletter.

- **Engagement Rate:** Measure the level of interaction with social media posts, including likes, comments, shares, and views.
- **Bounce Rate:** Monitor the percentage of visitors who leave the website after viewing only one page to identify potential issues.
- **In-Store Traffic:** Use geofencing and location targeting to measure the impact of digital campaigns on in-store visits.

Recommendations for Targeted Marketing: By following this process, marketers can be very targeted and intentional with their advertising efforts, avoiding wastage and maximizing ROI. The key steps include:

- **Conduct Thorough Research:** Use primary and secondary research to understand the target audience's needs, preferences, and pain points.
- **Segment the Audience:** Utilize advanced segmentation techniques to create detailed audience profiles and tailor marketing messages accordingly.
- **Leverage Multiple Channels:** Implement a multi-channel marketing strategy to reach the target audience through various touchpoints.
- **Monitor and Optimize:** Continuously monitor campaign performance using relevant KPIs and optimize strategies based on data-driven insights.

Conclusion

The use of primary and secondary research provides valuable insights into the target audience's preferences and needs, enabling the creation of targeted high-performance marketing campaigns. By focusing on the key features and attributes that matter most to consumers, the pillow brand can effectively reach and engage potential customers, driving ROI and establishing a strong market presence.

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