

6 Steps

to Expanding Your Secondary Research



1. Understand that secondary research completes the “big picture”

Having the ability to tap multiple content items and multiple industry sources aids in supporting your primary research and helps to create a bigger picture for product development.



2. Cut down time in your primary research

Secondary research allows you to uncover information and data faster than conducting lengthy primary research.



3. Make sure you have a breadth of information

SWOT analyses, market reports and company information are great examples of powerful secondary research content items. Make sure to build out your arsenal with equally important items like journals, magazines, conference proceedings and more. This will create a cohesive view of competitors, customers and the latest ideas and developments in your industry.



4. Recognize that the web does not have all the answers

The good and the bad of an open web search is the amount of information that comes back to you. It is often difficult to discern what is correct and complete. Make sure your company offers researchers premium resources to conduct fool-proof research.



5. Create a one-stop-resource shop

Information for secondary research is only good if your researchers are continually accessing your resources. Facilitate their search by providing a central point of all of your information.



6. Work with an information service company who understands your needs

EBSCO offers premium information and tools to support secondary research. We will work with you to identify the best resources and tools for your specific industry and your researchers' specific needs.