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Enterprises

Small & Medium

SME Solutions

Irish SMEs drive job & wealth creation as well as demand for B2B services from telecommunications to energy to banking. It has never been more important to understand the drivers of SME decision making when it comes to innovation, supplier choice and policy planning. Our research solutions for the SME sector will help you reap the benefits of an SME-led economy in the years ahead.

amárach 
research

Case Study: SME

Customer Requirement:

to understand the media consumption behaviours of SME decision makers and to design content and marketing communications salient to the target market.

Research Methodology:

a combination of a telephone survey by our call centre and focus groups comprising senior personnel including managing directors, CFOs and CIOs.

Business Impact:

the research identified opportunities for content and media strategies designed to engage SMEs throughout Ireland, as well as the most effective brand communications strategy to grow market share for our client.

Amárach's SME Solutions:

- Online and telephone polls of senior decision makers, including specific job roles
- Market sizing analyses to project total market demand and competitor market share
- Design thinking research applied to product and service innovations for SMEs/startups
- SME loyalty programme evaluation and economic contribution modelling
- Advertising and campaign testing (above-the-line and digital/social) to drive SME switching and retention
- Policy response testing (taxation/energy/transport) applied to SME decision makers
- SME investor supports including inputs into valuations and future projections

Clients for our SME research solutions have included:



Irish Independent 



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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