

WHEN TO USE

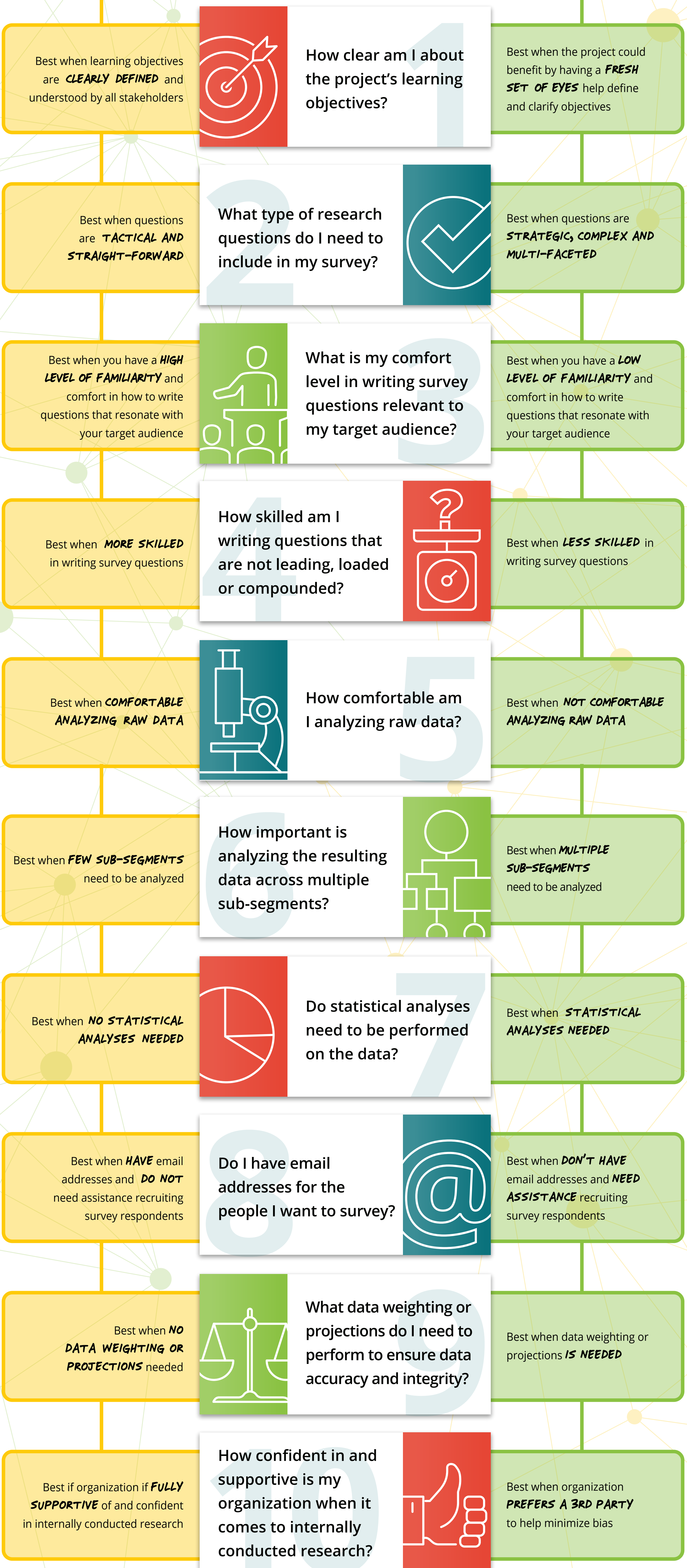
DO-IT-YOURSELF SURVEY RESEARCH TOOLS

VS.

Engaging a RESEARCH PARTNER

DIY survey research tools have been gaining popularity over the past several years and for good reason, they are often more cost effective than engaging an external research partner and can be very useful when applied appropriately to address certain types of research and business issues.

To help you determine if a DIY survey tool or an External Research Partner is best for your next project, check out the below cheat sheet.



If a DIY tool isn't the best choice for your next project, Insights in Marketing can help. Contact us today to learn more.

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Connecting **people** to brands.