



JAMES J. HILL
CENTER GUIDE
TO MARKETING
AND
RESEARCHING
AN INDUSTRY

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Introduction

Industry research can be useful in many ways. If you are looking to start your own business, you may want to conduct industry research before getting started to make sure you are entering a promising realm; if you are already working in an industry, knowing where it's going and what the latest trends are could help with your development; or even if you are just a student uncertain about your career prospects, industry research might help you determine a direction. Marketing not only requires you to understand an industry, but also pushes you to study demographics and psychographics.

The James J. Hill Center has the practical resources you need to research or market an industry. For further information and other sources, call our front desk at 651-265-5500, or email us at info@jjhill.org.

Researching an Industry

Understanding an industry is the prerequisite to everything else, and the Hill Library has resources that will provide you with the information you need to know all about an industry.

IBIS World

Subscription database available at the Hill Library

IBISWorld contains reports on over 700 industries in the U.S. IBIS reports include write-ups on major players in each industry, industry performance and outlook information, and key statistics.

For more information on using IBIS World, check out our *Guide to Using IBIS World* research guide.

EBSCO

Subscription database available at the Hill Library

EBSCO contains thousands of articles from journals, magazines, trade publications, and news sources, relating to a wide variety of companies and industries.

For more information on using EBSCO, check out our *Guide to Using EBSCO* research guide.

IndustriusCFO

Subscription database available at the Hill Library

IndustriusCFO contains financial benchmarks for over two thousand U.S. industries. Reports can be narrowed down by geography and size of company and contain information about assets, liabilities, wages, and more.

For more information on using IndustriusCFO, check out our *Guide to Using IndustriusCFO* research guide.

Marketing Data

Whether you're introducing your startup to a community or looking to attract new customers, marketing is necessary to your business. The Hill Library has the resources you need to learn about marketing strategies and how to appeal to different demographics.

SimplyAnalytics

Subscription database available at the Hill Library

SimplyAnalytics contains over seventy thousand demographic variables, relating to employment, consumer expenditures, housing, and more.

For more information on using SimplyAnalytics, check out our *Guide to Using SimplyAnalytics* research guide.

American FactFinder

<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

View, print, and download statistics about population, housing, industry, and business. Using FactFinder, you can also find U.S. Census Bureau products, including the in-depth, demographic-rich American Community Survey. You can also create reference and thematic maps and search for specific data.

IBISWorld

Subscription database available at the Hill Library

This database also provides some demographic information under the heading "US Business Environment Profiles." These profiles provide insight into key drivers like exchange rates, commodity prices, interest rates, weather conditions, consumer attitudes, demographics and many more.

For more information on using IBISWorld, check out our *Guide to Using IBISWorld* research guide.

Mplans

<http://www.mplans.com/>

By creating a free account, users can download a template to input their own data and create a viable marketing plan.

Richard K. Miller Consumer Behavior 2017-2018

Book at the Hill Library; Reference Desk HF5415.32.C66 2017-2018

Every year Richard K. Miller & Associates publishes a series of market research handbooks that give in-depth analysis on everything you need to know about marketing including consumer demographics, spending habits, behavioral analyses, etc.

Other titles in the series (and also available at the Hill Library) include:

Consumer Marketing 2016-2017 (Reference Desk HF5415.1.M55 2016)

Business-To-Business Marketing 2016-2017 (Reference Desk HF5415.1263.M56.2016),

International Consumer Market 2016-2017 (Reference Desk HF5415.32.M554 2016-2017),

Retail Business Market Research Handbook 2017-2018 (Reference Desk HF5429.3.R48 2017-2018)

Healthcare Business Market Research Handbook 2017-2018 (Reference Desk RA410.53.H424 2017-2018)

Restaurant, Food & Beverage Market Research Handbook 2016-2017 (Reference Desk TX911.3.M3R478 2016-2017)

Consumer Use of the Internet & Mobile Web 2016-2017 (Reference Desk ZA4235.C66 2016).

American Generations: Who They Are and How They Live

Book at the Hill Library; Reference HC110.C6.M58 2010

This book explores generations and age groups, including statistics on population, families, households, income, spending, health and fitness, and attitudes and behaviors.

Other titles in the series (and also available at the Hill Library) include:

The Baby Boom: Americans Born 1946 to 1964 (Reference HC110.C6 R87)

Generation X: Americans born 1965 to 1976 (Reference HC110.C6M5)

The Millennials: Americans Born 1977 to 1994 (Reference HC110.C6M55)

Older Americans: A Changing Market (Reference HC110.C6 A5).

A Legal Guide to the Use of Social Media in the Work Place

Book at the Hill Library; Minnesota Collection KF390.5.C6 L444 2013

Promoting your business through your social network might not be as easy as you think. This book tells you everything you need to know about the legal issues that are related to using social media as a tool for marketing.

Questions?

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