

Worksheet for Exploratory Market Research

Made for Girl Scouts by Zenbox Marketing

Resource page: zenboxmarketing.com/blog/exploratory-market-research

1. Before beginning your research, What are some questions you've heard people ask about Girl Scout Cookies?

Go to answerthepublic.com

2. What are some common dietary constraints of people who want to eat Girl Scout Cookies?
3. What is one question that surprised you?
4. What is one question that you want to know the answer to?

Go to google.com

5. Now spend some time searching for the answers to some of the questions that sparked your curiosity. List 3 things you learned from your search:
6. Did you ever come across a "People also ask" SERP? Copy one of those questions here:
7. Type in "Why are Girl Scout Cookies", but don't hit the enter button yet. What is one of the auto-complete suggestions?
8. Type in "girl scout cookies market research" to Google's search bar. Read an article that analyzes the Girl Scouts' advantages in the cookie market.

9. Type in “girl scout cookies market research” to Google’s search bar again, but this time use Google’s search tools to filter by time. Do you notice anything different about the search results when you only show results from the last year?

Go to [Amazon.com](https://www.amazon.com)

10. Type “Girl Scout Cookies” in Amazon’s search bar. What competitors do you find?
11. Click on an authentic Girl Scout Cookies product and read the reviews. How is the experience of buying on Amazon different from buying from a girl scout, based on the reviews?

Go to [Quora.com](https://www.quora.com)

12. Type in “Girl Scout Cookies” in Quora’s search bar. Follow your curiosity. Click on a question that sounds interesting to you and read the thread. At the bottom of the answers, what is a “related question”? Paste it below.

Summarizing your findings

13. What is something that you learned about the way people think about Girl Scout cookies?
14. What is something you could do differently in your cookie sales based on your market research?