

## Market Research Aids EA Worldwide Acquisitions Expansion into Small Markets

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London based outsourced sales and marketing firm, [EA Worldwide Acquisitions](#) announce plans to invest in market research to aid their expansion into new UK markets. The firm look to ensure their market reach includes some of Britain's smaller towns.

EA Worldwide Acquisitions plan to test marketing campaigns in twelve new UK locations over the next twelve months. The research is set out to target towns or regions with a population of less than 800,000 people, starting with Bangor, Swansea, County Durham, Brent and Doncaster.

[Josh Cote](#) Managing Director for EA Worldwide Acquisitions has successfully expanded his business model into over 60 UK and European markets to date and has stated that, "by studying consumer behaviour in some of the UK's lower populated areas we will gain more knowledge which will help us understand which elements influence consumer buying decisions in small towns. Targeting smaller areas makes it easier to define whether there is a niche we could appeal to that is sometimes difficult to see in heavily populated areas such as London. This research will assist in further developing our marketing strategies."

Seonext.com reports the benefits of market research as it is of great importance in business while the level of competition, production processes and methods are rapidly increasing. Market research is a vital necessity in the field of marketing as it allows companies to observe their competitors and customers closely in order to help keep pace with modern trends, and analyze the needs, demands and desires of their clientele.

'Market research is important to gain insight into the opinion of specific audiences. Targeting larger cities was our primary goal when first rolling out our business here in the UK and now that we have representation in many of these places we want to ensure our market reach includes smaller populated areas. We believe this will give us a competitive edge which many of our clients will benefit from' adds Josh Cote of EA Worldwide.

Effective market research can reduce unnecessary expenditures, by understanding the audience and launching market campaigns that are more appealing to customers based on their individual needs. EA Worldwide Acquisitions will complete the research in 6 phases and plan to expand their business model into at least 5 of the twelve towns considered in this research project.

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