

SWMRA Educational Forum Speakers



Vaughn Mordecai

“Social Media Secret Sauce or Deconstructing The Burger”

Vaughn Mordecai, President, Discovery Research Group

This presentation will provide the “secret sauce” behind social media research by providing real life tips to researchers on how to conduct social media research in a way that the method can be incorporated into their organizations.

Social Media Research techniques have significantly evolved over the course of the past year. What was once “looking stuff up” is shifting into formalized processes, guidelines, and practices that are very much like other research methods of collecting data...but very few people realize or understand what is really being done when social media research is practiced.

Very few industry presentations have actually discussed social media research in a way that is accessible to the researcher. Researchers are told they should conduct social media research, that the data is available and can be analyzed, but rarely is the process deconstructed, let alone explained, until now.



Robert Goodwin

“Introduction of Sophisticated Marketing Research Solutions in a Traditional Manufacturing Firm: Practical Experiences”

Robert Goodwin, Marketing Research Director, Lifetime Products, Inc.

This case study will provide useful insight both to marketing research providers as they look to expand their clientele, and to research end users who seek to augment the quality and variety of marketing research tools used in their firms.

Lifetime Products, Inc., a traditional manufacturing company based in Clearfield, Utah, has progressively introduced more sophisticated qualitative and quantitative marketing research tools over the past five years.

This presentation discusses some of Lifetime’s practical experiences as they relate to (a) challenges experienced by key stakeholders in accepting and trusting sophisticated marketing research tools, especially those supplied by third-party providers, (b) success stories with the adoption of these new tools, and (c) the resulting escalation in client demands for more sophisticated and robust marketing research tools.