



CASE STUDY

Food Truck Insight

Pinpointing Value: Answering Core Questions for a New Business Venture



CASE OVERVIEW

Tim Tobitsch, a 20-year food truck veteran, founded Food Truck Insight to build an indispensable online course and consulting service for aspiring food truck owners. As an entrepreneur, Tim moved away from *operating* a food truck to *consulting* food truck owners. As is the case with all new ventures, **he needed data and a way to confirm true market demand** for his new business venture.



CHALLENGES

Like a good businessperson, Tim took the time and expense of creating all his necessary online assets, like a robust website, social media profiles, and the online courses themselves. But what he also needed was **clarity on strategic questions about his consumer base**:

- **Demand:** How large was the true market for Food Truck Insight's online courses and consulting services?
- **Pricing:** Were the current services and products priced to meet market expectations *and* cover his costs?
- **Messaging:** What core value proposition and language would resonate most effectively with aspiring food truck owners?



OUR SOLUTION

Project Duration: 3 Months

We empowered Tim with a comprehensive, easy-to-use **market research survey** and a **40-page distribution guide** that showed Tim how to conduct a robust survey autonomously. The guide focused on Tim's existing network and industry authority to attract highly qualified, interested respondents, eliminating the reliance on costly, untargeted paid advertising.



OUTCOMES & DELIVERABLES



RESEARCH AIM ALIGNMENT

We defined the survey's research aims to ensure the data would inform Tim's existing market and content strategy.



SURVEY DESIGN

We formulated a list of survey questions to assess customer budget, pricing, and messaging expectations for Tim's products.



DISTRIBUTION ROADMAP

We developed a 40-page plan with daily, weekly, and monthly actions for Tim to take when distributing the survey.

- ✓ **Survey Assets:** Comprehensive, easy-to-complete survey focused on customer psychology and pricing sentiment.
- ✓ **40-Page Distribution Guide:** Detailed, channel-specific distribution plan, including messaging frameworks for all digital outreach.
- ✓ **Analytics & Performance Framework:** Provided criteria for evaluating survey response success and a simplified guide on how to review complex survey data.
- ✓ **Agency Collaboration:** Regular meetings with Food Truck Insight's existing marketing agency to fill information gaps and ensure survey outcomes would directly inform their paid media strategy.



A ROADMAP FOR FUTURE SUCCESS

With a custom-developed survey distribution guide, Tim was positioned to **move away from expensive guesswork to informed action** based on insights from real people. The guide provided a how-to on measuring survey responses and where to distribute the survey for optimal response rates.

”

Laura created a market research survey for my company, Food Truck Insight. Her work was thorough and delivered on time. She was accessible throughout the duration of the project, and she continues to make herself available as needed as I move forward with the project's next phase.

— Tim Tobitsch, Founder, Food Truck Insight

“



NO MORE EXPENSIVE GUESSWORK.

If you're a domain expert like Tim who's pivoting to a new business venture, start grounding your business decisions in data and research-driven information with a strategic roadmap that allows you to compete.

e. info@growthspurtstrategies.com

p. +1 (201) 645-2727

w. growthspurtstrategies.com

