

Build An Actionable Marketing Plan Based On Your Audience

Strategic Insights Study

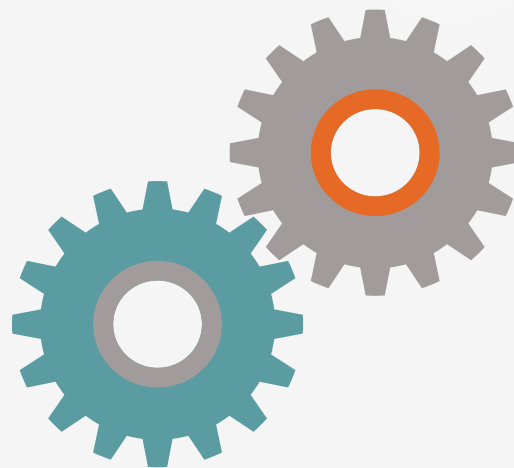
A Strategic Insights Study is a custom service that creates an actionable marketing plan out of audience and data-centered research. A team of seasoned analysts use business intelligence as a means to drive your marketing programs that align messaging, content, and media channels. A Strategic Insights Study can help you reduce wasted spending, forecast new trends, drive marketing programs that perform, and ultimately build trust with your audience.

You receive:

- Audience perception of your brand
- Discovery of your target audiences
- Real-time social data & proprietary research from industry experts
- Competitive analysis across top 3 competitors
- 6-8 weeks study from initial project start teleconference

Useful For:

- Reducing wasted spending
- Forecasting trends
- Drive marketing programs that perform
- Build trust with your audience
- Establish thought leadership



83% of B2B marketers have a content strategy, but only 35% have documented it.

Complimentary Solutions

SEO

Use findings to identify keywords and competitor data.

PPC

Using findings to identify keywords and relevant sites.

Research

Focus a custom research report on topics found in study to gain a 360 view of your market or brand.