

STRATEGIC INSIGHTS STUDY

When you want to create an actionable marketing plan based on your audience.

A custom-designed service that creates an actionable marketing plan out of audience-centered research. A team of seasoned analysts use business intelligence as a means to drive confident marketing programs that align messaging, content and media channels.

SIMPLE DETAILS

- Learn brand or product perception
- Key target audiences are revealed
- Includes real-time social data & proprietary research from industry experts
- 6-8 weeks from kickoff call

USEFUL FOR

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

ADDITIONAL SERVICES

These additional marketing services compliment or work well with a Strategic Insights Study:

SEO

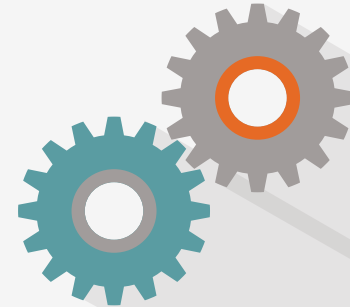
Use findings to identify key-words and competitor data.

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.



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