

# 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



# 83% of B2B marketers

have a content strategy, but only 35% have documented it.

# **ADDITIONAL SERVICES**

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

# **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.