

**STRATEGIC INSIGHTS STUDY (SIS)**

# Create an actionable marketing plan based on your audience.

SIS is 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**

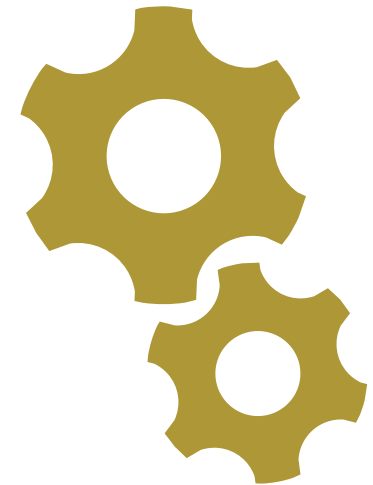
- Learn brand or product perception
- Key target audiences are revealed
- Includes real-time social data & proprietary research from industry experts
- 6-8 weeks from kickoff call

**USEFUL FOR**

- Reducing wasted spending
- Forecasting trends
- Driving marketing programs that perform
- Building trust with your audience
- Establishing thought leadership

**ADDITIONAL SERVICES****Search Engine Optimization (SEO)**

Use findings to identify keywords and competitor data.

**83% of B2B Marketers**

have a content strategy, of those  
– 35% have documented it.