

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

ADDITIONAL SERVICES

Search Engine Optimization (SEO)

Use findings to identify keywords and competitor data.

USEFUL FOR

Reducing wasted spending

Forecasting trends

Driving marketing programs that perform

Building trust with your audience

Establishing thought leadership



83% of B2B marketers

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