

# 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.