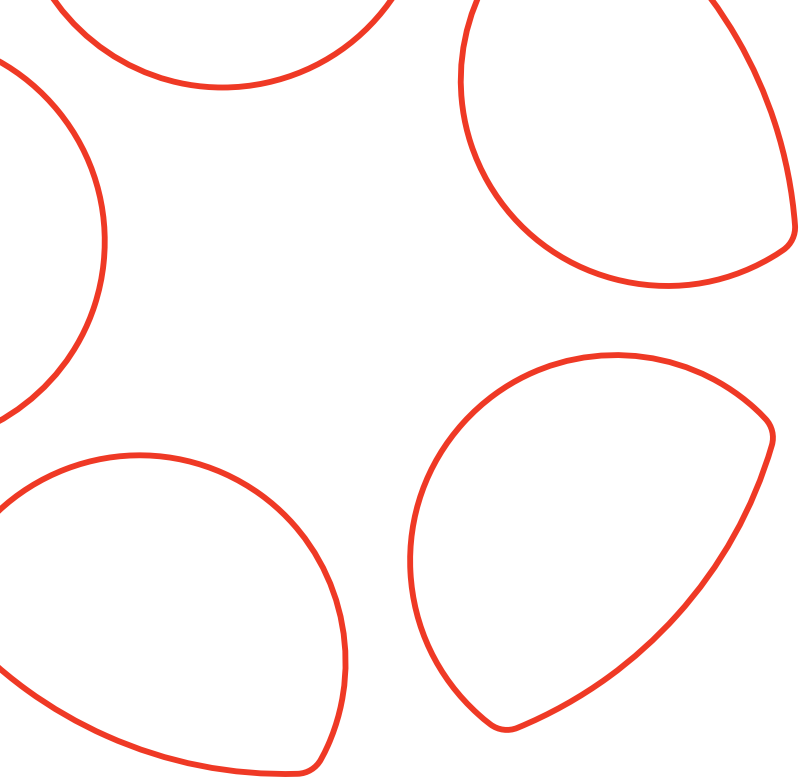




Brand Insights™

Prepared by: **element212**



The Brand Insights™ is a custom research solution designed specifically for your unique business. From recommended marketing strategies, to targeted messaging, and brand positioning, the Brand Insights™ will help your business connect and engage with your ideal customers in a more purposeful way.

Through qualitative and quantitative research, Element212 discovers the unique perspectives that your team members, customers, and lost leads have of your brand. This research is then analyzed by our team of experts and put into actionable recommendations that can be implemented to achieve your business goals.

What You Learn:

The Brand Insights™ research will provide your company with key information about your brand directly from those who know it best. This information includes:

- A comprehensive S.W.O.T. analysis of your company
- Clear brand positioning
- Your competitive differentiators
- Customer perceptions, benefits, and expectations
- Communication gaps
- Growth and marketing opportunities
- High-value marketing messages
- And more...

The Brand Insights™ also uncovers important positioning and messaging information that relates to your customers' buyer's journey:

Buyer's Journey



Awareness

How your customers articulate and define their problems and needs



Consideration

Insights into their vetting process



Decision

How and why they selected your company or a competitor



Relationship

Ways to stay engaged and connected after each sale

> Identifiable Insights

Our unique research process uncovers your customers' emotional and tangible needs, identifying key pain points and positioning statements that resonate with each stage of their buyer's journey. This allows you to craft and execute targeted strategies that will reach and engage your ideal audience at the right time with the right message as they make a purchasing decision.

The Brand Insights™ informs, but is not limited to, the following marketing efforts:

- Branding & design
- Print and digital advertising
- Search Engine Optimization (SEO)
- Communications (e-news, blogging, social, case studies, etc.)
- Photography and video
- Automation
- Website

> Insights into Action

Your company will receive a comprehensive Brand Insights™ report for the purpose of developing updated brand positioning strategies, targeted marketing campaigns, improved communication processes, and more. These insights will position your business for growth by helping you bridge the gaps between your brand and your current/potential customers.

The Brand Insights™ was designed to help your business:

- Retain your ideal customers
- Produce an ROI from your marketing investment
- Remove the guesswork from your marketing strategies
- Develop a data-driven strategic plan to grow your business

Schedule a Conversation

Contact Element212 to schedule a conversation to learn how the Brand Insights™ can support your business growth.

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To learn more please visit us at Element212.com