

## Strategic Insights Study

## Create an actionable marketing plan based on your audience.

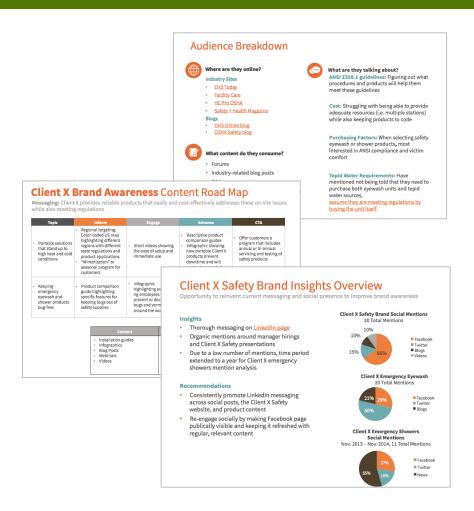
A custom-designed service that creates an actionable marketing plan out of audience-centered research. A team of seasoned analysts use business intelligence as a means to drive confident marketing programs that align messaging, content and media channels.

## **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



\*For more information please contact your Farm Progress account manager.



