

in the know:

marketing research

QUALITATIVE QUANTITATIVE SOCIAL MONITORING
 PERSONAS PATTERNS MOTIVATIONS ENGAGEMENT
 OPINIONS ANALYSIS INSIGHT BRAND OPPORTUNITY
 ACTIONABLE CHANGE STRATEGY MARKETSHARE
 SALES AWARENESS BEHAVIOR CUSTOMER EXPERIENCE

The marketing landscape and the needs of your customer are always evolving. Are you looking at your customers as they are today, or as they were yesterday?

In order to meet your customer's needs and retain your current customers, it's vitally important that you know what they want from you today, and not rely on dated research and internal biases or beliefs. Fresh, external research may confirm nothing has changed in your marketplace, but it can also provide a reality check that could change and reinvigorate your go-to-market strategy.

Qualitative

Get a closer look into your customers' mindset based on information gathered from in-depth one-on-one interviews. Test reactions in focus groups, or refine your entire marketing messaging by making it customer centric.

Quantitative

Identify measurable attributes such as the level of brand or product awareness, demographic/geographic comparisons, future needs and trends from statistically valid data compiled from surveys, purchase histories, demographics, etc.

Social monitoring

Capture real world and real-time insights of what your customers really think, track competitor activity and campaign timing, identify sales opportunities as they occur and learn about customer goals values and pain points so you can refine your marketing efforts.

Personas

Put everyone in your organization on the same page with the 'ideal picture' of who your customers are. What are their priorities? How will they assess success? What barriers need to be overcome? What is the buyer's journey? And what decision criteria drive purchases?



Demand for quick research is driving growth in the online survey industry

4% increase in online surveys year over year¹

\$21 billion was spent on market research in the U.S. in 2013²

25 million registered survey creators worldwide use SurveyMonkey³

Customer-led marketing is the top priority as is the need for robust personas

82% of marketing execs say developing deeper, richer customer experiences is their top marketing priority⁴

80% of consumers feel the average brand doesn't understand them as individuals⁵

Challenged to reach your market and grow your share?

Drawing from over 25 years of marketing experience with clients both large and small, **indigoOne** helps businesses connect to their customers and prospects in meaningful ways — turning your investment in advertising into increased sales revenue.

From building brand awareness to lead generation and customer retention, we have helped clients valued at \$20 million to \$2 billion grow their customer base.

What can we do for you?



Thanks! This is awesome. I've seen some of the other things you guys do for the other business units — The work you've done is fantastic. We all LOVE it! Thank you.

And I have to say thanks for helping us come in under budget!, you're the best!"

Check out our [blog](#) and learn more at [indigo-one.com](#)

Lawson Software (Infor)

¹ http://usatoday30.usatoday.com/MONEY/usaedition/2012-08-28-Efficient-Small-Business-Ecommerce_CV_U.htm

² <http://www.bloomberg.com/news/articles/2014-09-24/how-qualtrics-turned-online-surveys-into-a-1-billion-business>

³ <http://www.forbes.com/sites/alexkonrad/2015/04/02/surveymonkey-now-allows-you-to-compare-data-with-rivals-for-a-price/#3bbbe484190e>

⁴ <http://www.cmo.com.au/article/594416/lbm-cmo-survey-customer-led-marketing-top-priority/>

⁵ <https://exchange.cim.co.uk/blog/brand-is-dead-long-live-brand/>