

# 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

### Audience Breakdown

**Where are they online?**

**Industry Sites**

- EHS Today
- Facility Care
- HC Pro OSHA
- Safety + Health Magazine

**Blogs**

- OHS Online blog
- OSHA Safety blog

**What content do they consume?**

- Forums
- Industry-related blog posts

**What are they talking about?**

**ANSI Z358.1 guidelines:** Figuring out what procedures and products will help them meet these guidelines

**Cost:** Struggling with being able to provide adequate resources (i.e. multiple stations) while also keeping products to code

**Purchasing Factors:** When selecting safety eyewash or shower products, most interested in ANSI compliance and victim comfort

**Tepid Water Requirements:** Have mentioned not being told that they need to purchase both eyewash units and tepid water sources, **assume they are meeting regulations by buying the unit itself.**

### Client X Brand Awareness Content Road Map

Messaging: Client X provides reliable products that easily and cost-effectively addresses these on-site issues while also meeting regulations

Topic	Inform	Engage	Advance	CTA
<ul style="list-style-type: none"> <li>• Portable solutions that stand up to high heat and cold conditions</li> </ul>	<ul style="list-style-type: none"> <li>• Regional targeting: Color-coded US map highlighting different regions with different state regulations and product applications</li> <li>• "Winterization" or seasonal program for customers</li> </ul>	<ul style="list-style-type: none"> <li>• Short videos showing the ease of setup and immediate use</li> </ul>	<ul style="list-style-type: none"> <li>• Descriptive product comparison guides</li> <li>• Infographic showing how portable Client X products prevent downtime and will</li> </ul>	<ul style="list-style-type: none"> <li>• Offer customers a program that includes annual or bi-annual servicing and testing of safety products</li> </ul>
<ul style="list-style-type: none"> <li>• Keeping emergency eyewash and shower products bug-free</li> </ul>	<ul style="list-style-type: none"> <li>• Product comparison guide highlighting specific features for keeping bugs out of safety supplies</li> </ul>	<ul style="list-style-type: none"> <li>• Infographic highlighting why employees prevent or deal with bugs and worm around the world</li> </ul>		

**Content**

- Installation guides
- Infographics
- Blog Posts
- Webinars
- Videos

### Client X Safety Brand Insights Overview

Opportunity to reinvent current messaging and social presence to improve brand awareness

**Insights**

- Thorough messaging on [LinkedIn page](#)
- Organic mentions around manager hirings and Client X Safety presentations
- Due to a low number of mentions, time period extended to a year for Client X emergency showers mention analysis

**Recommendations**

- Consistently promote LinkedIn messaging across social posts, the Client X Safety website, and product content
- Re-engage socially by making Facebook page publically visible and keeping it refreshed with regular, relevant content

**Client X Safety Brand Social Mentions**  
20 Total Mentions

Facebook	10%
Twitter	15%
Blogs	65%
Videos	10%

**Client X Emergency Eyewash**  
20 Total Mentions

Facebook	21%
Twitter	29%
Blogs	50%

**Client X Emergency Showers**  
Social Mentions  
Nov. 2013 - Nov. 2014, 11 Total Mentions

Facebook	27%
Twitter	18%
News	55%

