

## BUILDING MOMENTUM. ACHIEVING RESULTS.

### Your marketing is showing up but is it working?

You're attending industry conferences, maintaining a web site, publishing articles, and maybe taking a stab at Twitter. But is all this effort building up to quality opportunities and, ultimately, revenue growth?

Are your tactics advancing a coherent strategy? Do your efforts hone your point of difference? How do you incorporate new tactics, such as social media into your marketing mix?

The Cambiar marketing team, led by Beth Rounds, brings to the table extensive experience in strategic marketing in the research industry, as well as product and field marketing. With expertise in a wide variety of disciplines, from planning, to copywriting, to graphic and site design, we ensure that your marketing materials and tactics work together—and work hard.

The Cambiar marketing team does this efficiently and with a deep, practical understanding of the research industry.

- 1. Position your brand.** Cambiar has a proven process for determining your real strengths. By reviewing current messaging, evaluating your product portfolio, and interviewing clients and potential clients, we will help you create persuasive messaging that speaks to market demands and your clients' real challenges.
- 2. Refresh your communications.** Our experienced team will effectively develop the materials you need to reach your customers and prospects. These usually include a logo and identity system to upgrade your image, web site redesign to add greater flexibility and substance to your communications, and an effective plan to showcase your thought leadership and engage your customers.
- 3. Develop a successful plan.** Creating a cohesive and effective marketing plan, one that your team rallies around, is not always easy. Our goal is to help you build a plan that inspires your account executives and leads to solid results.

**Cambiar assists market research agencies and corporate research departments who seek to thrive in a changing, challenging world. For more information, visit us at [www.consultcambiar.com](http://www.consultcambiar.com) or contact Beth Rounds at [beth@consultcambiar.com](mailto:beth@consultcambiar.com).**

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“When I look at new offerings...do they truly offer something unique that solves a business problem?”

Sr. Director, Insights Department

