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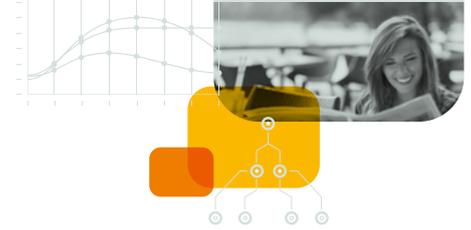
Content Marketing with Exclusive Studies

INNOFACT Business Unit
PR Agencies

Relevant content is the elixir of every good communication. In times of content marketing this is all the more true. Market research is therefore at the beginning of every good content strategy, because researching people and their needs ensures absolute relevance.

The use of representative survey results in the PR strategy creates attention and reputation, but also strengthens a communication path that is credible in the long term.

Numerous content marketing and PR agencies therefore use the cooperation with **INNOFACT** to create studies for clients or on their own behalf or to check and optimise the effectiveness of their communication measures.



Tailor-made solutions for effective PR

INNOFACT has many years of experience in consulting content forges and PR agencies. Last but not least, in-house experts who have previously worked in major publishing houses ensure profound support and advice. Numerous clients from the agency sector have therefore relied for years on the proven **INNOFACT Services** such as tailor-made study designs and the delivery of timely and reliable results as well as action-relevant findings.

How it works

- If desired, topics can be discussed together with **INNOFACT Experts** that can be exciting for the client company.
- If the topic has already been determined, a questionnaire will be created which is methodically at the highest qualitative level. Currently, there are many improperly conducted studies that do not meet market research quality standards and do not provide any real value of insight, so that communication and press work designed with the corresponding studies are highly vulnerable.
- Depending on whether the results have to be delivered very quickly (24 hours), because there is a current topic window, or in the medium term (several weeks field time) when it comes to a strategic topic approach, the results are delivered.
- It is also possible to prepare a customer-ready chart report.

These topics are covered

- Estimation of daily events
- Fundamental issues affecting the client company (sustainability, product category, developments in user markets, etc.)
- Assessments and opinions on current and future trends

What INNOFACT offers

- Prompt or just-in-time delivery of results
- Representative surveys
- Robust results that stand up to critical scrutiny, which is particularly important when the results are used in public
- Advice on the development of new topics
- Many years of experience in cooperation with PR agencies
- Opportunities for PR agencies to distinguish themselves through robust market and opinion research with customers

Our tip at the end

In order to conduct successful market research on their own behalf, numerous PR agencies regularly mandate **INNOFACT** to research and review the effectiveness and mechanisms of their PR measures.

On the other hand, the results of **INNOFACT Market Research** provide PR agencies with data and information with which they can make your successes and effectiveness visible to your customers.

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