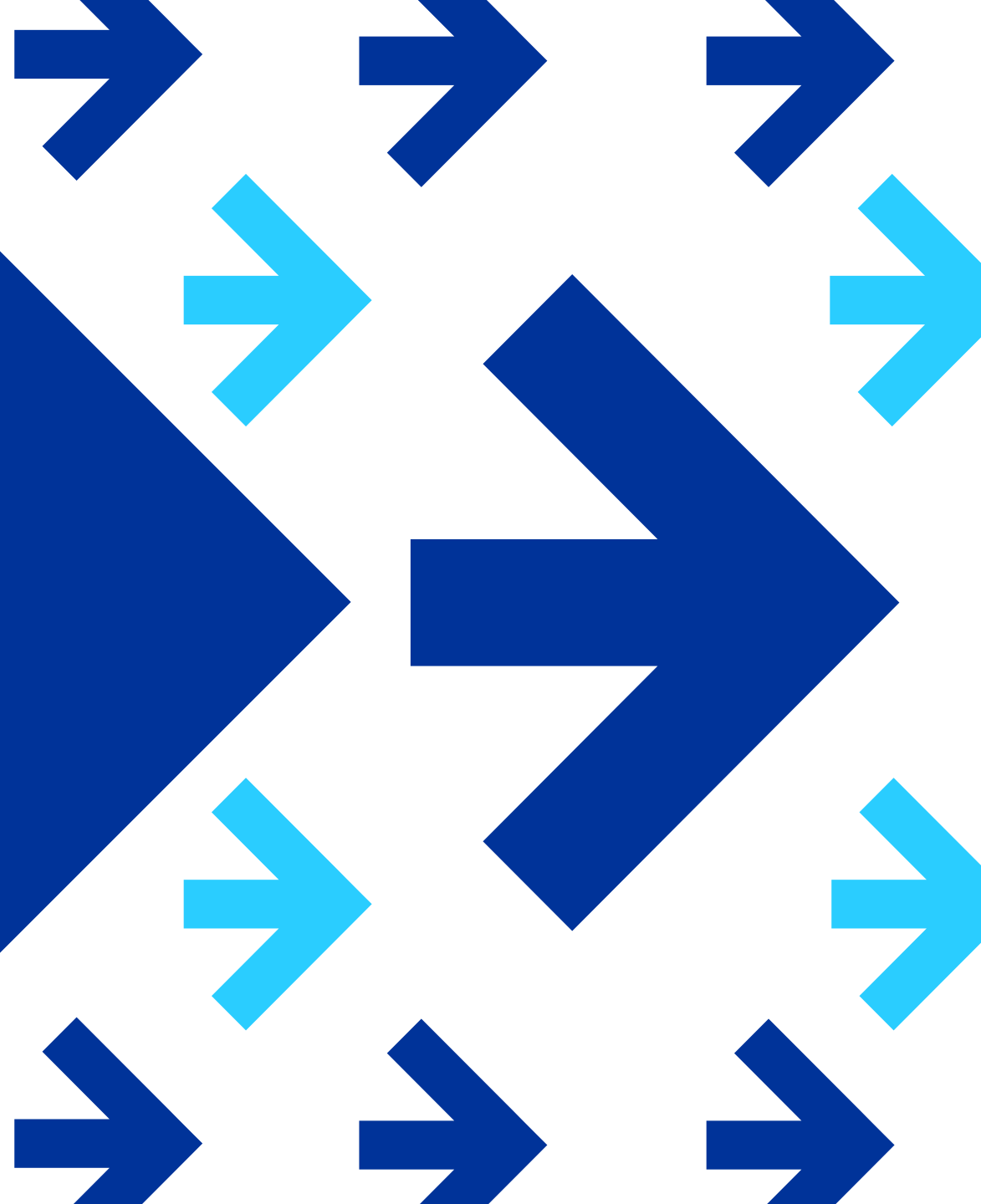


Agility for agencies

Top tips for incorporating an agile consumer insights strategy

toluna*





Introduction

Agency relationships can be difficult to build and sustain.

Client success is often dependent on the work you deliver, whether that means creating a campaign that will have customers take notice or building a program that systematically provides ongoing exposure. Either way, your job is to make sure the creative product you build and launch is successful at achieving client objectives.

All too often, agencies are pushed to meet aggressive timelines more suited to the shorter time-to-market needs of brands, while still delivering creative that stands out across a variety of platforms—a tall order, in anyone's book. The secret to doing this effectively, no matter the time constraints, is for PR agencies, brand and advertising agencies and media agencies to bring consumer feedback into the heart of the design process for campaigns on behalf

of their clients. The good news? Insight platforms not only make consumer research easier and more agile but also more cost effective with valuable results delivered in real time.

We'll now share with you the top tips for ensuring client success by adopting an agile consumer insights strategy and delivering more successful strategies on behalf of your clients, to ensure their (and your) success.



Tip 01

Insights can power virtually all decisions you make (large & small)

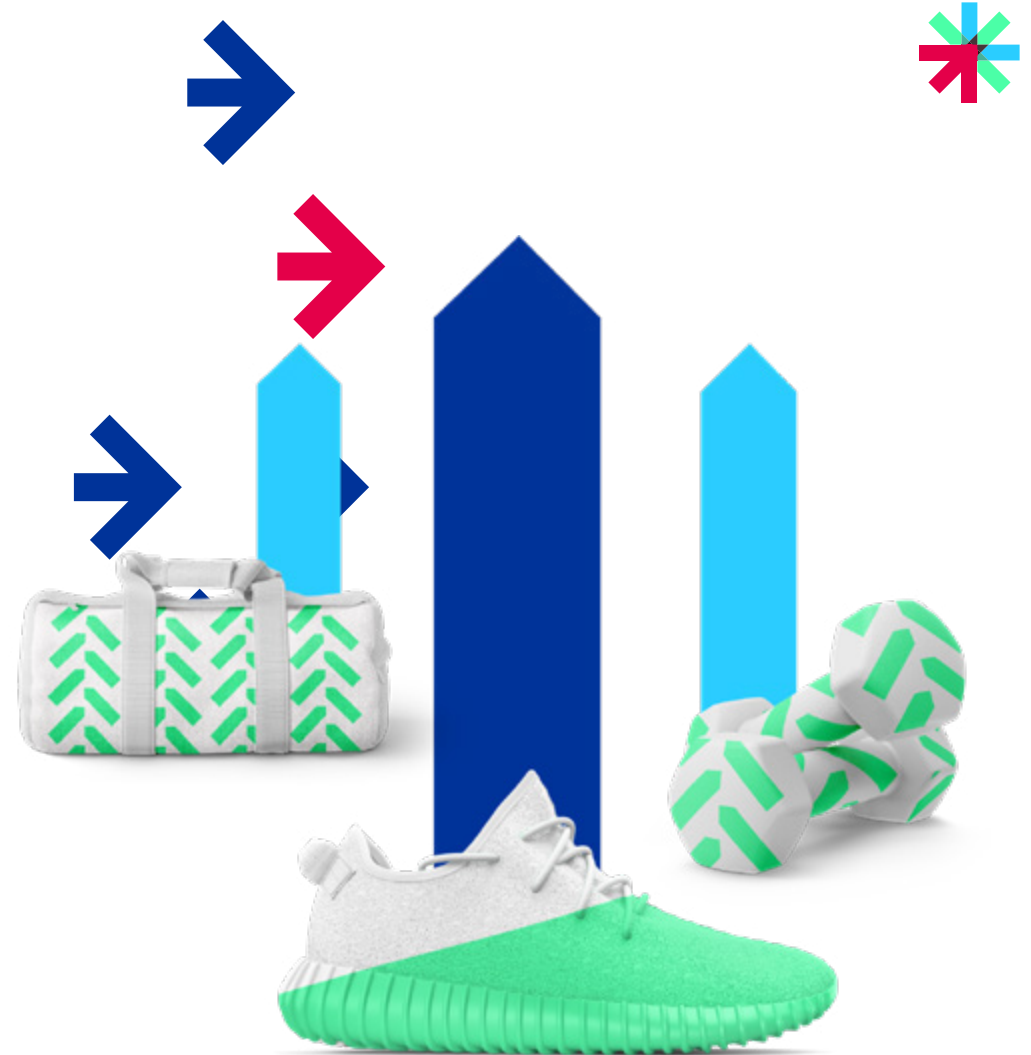
The need for insight into consumers is obvious when you have a creative pitch to present, but these insights have an ongoing value that is critical at all stages of business and creative development. They can also help your clients expand into new markets, better target under served segments, maintain ongoing sales and even improve the quality of their existing products for a fast-paced, technologically dependent world and as a result, strengthen the performance of your campaigns and client success. We've worked with media agencies using strategic insights to create winning business pitches, assess ad targeting and recall, with PR firms using surveys to drive content programs and more. In all cases, most clients agree that once they've used insights, they have a hard time imagining decision-making without them to launch in just weeks, making it truly possible to think it, say it, and do it.

Tip 02

Access real-time insights to power real-time advertising and branding decisions

Today, the product life cycle is shorter than ever. This, of course, also compresses the marketing life cycle. In many industries, products launched just within the last three years bring in as much as 50 percent of a company's annual revenue¹. That gives your clients a very brief window in which to make sales before they have to come up with something fresh. The only way they can get the most out of these abbreviated advertising and product life cycles is if you've got access to insights that are truly dynamic—not just moving with trends, but capitalizing on them and other market influences to inform immediate marketing and revision decisions. How do you get those real-time insights? Through a vibrant, engaged community of respondents and disruptive technology that facilitates a smooth workflow among creatives, communities and analysis.

¹<https://www.supplychaindigital.com/procurement/product-life-cycle-decline>

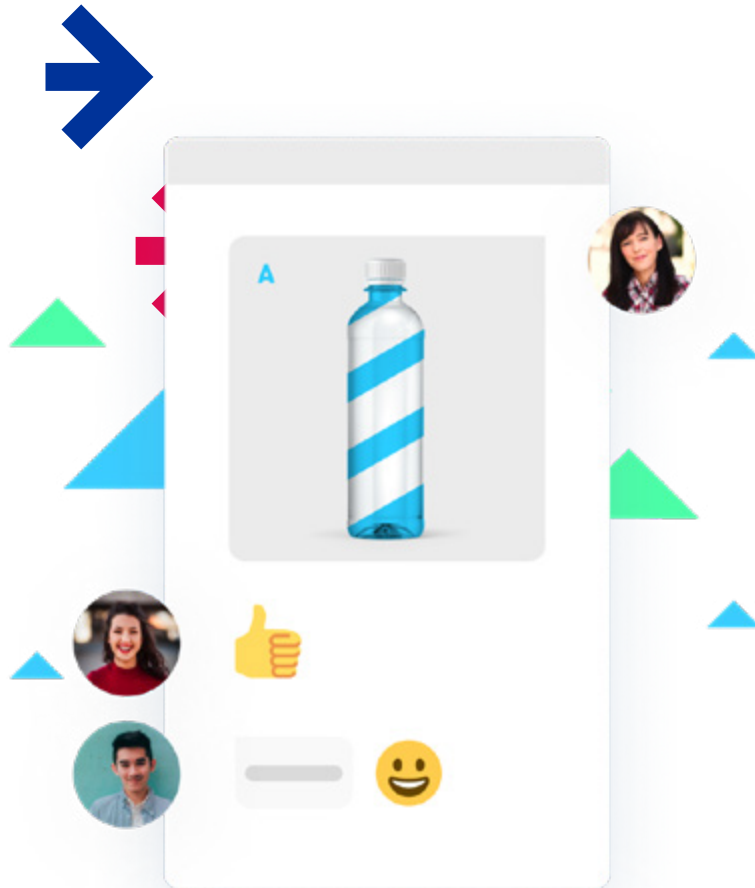




Tip 03

Get easy-to-engage, participants who match your target audience

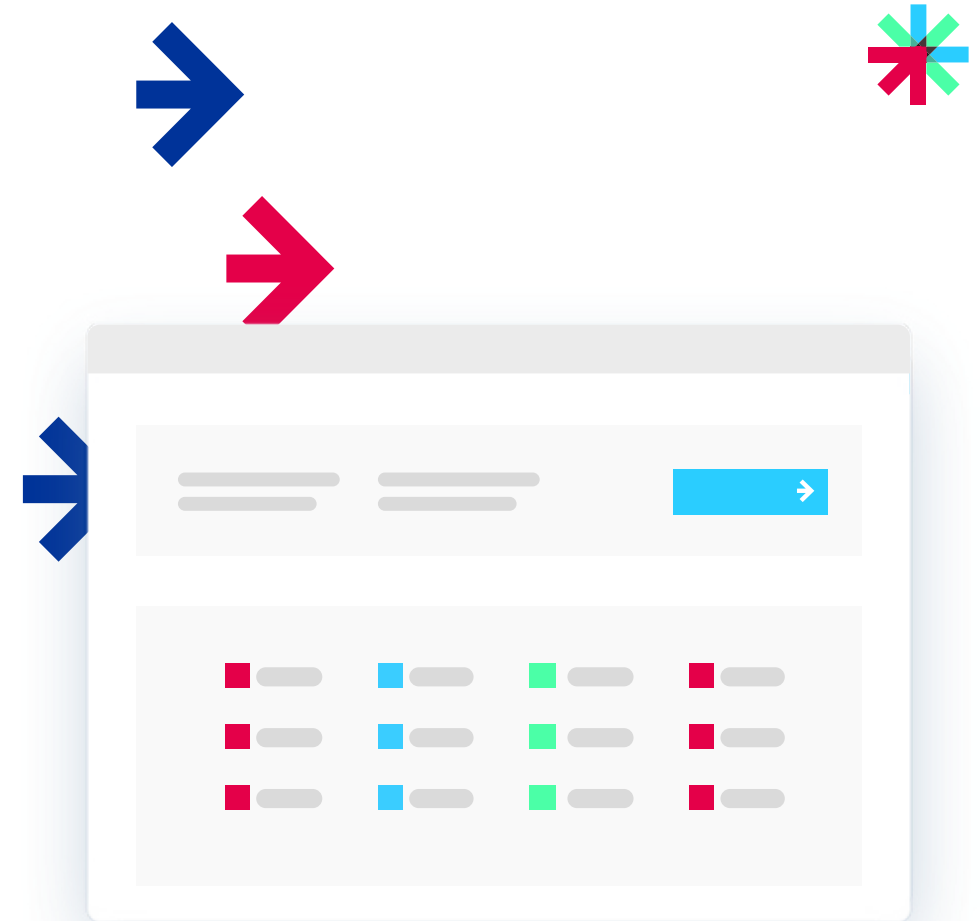
We've already established that we need fast insights, but speed is worthless if it comes at the expense of quality. To get both, you need a direct line to the respondents who you want to engage—whether they're customers, prospects or new audiences. The trick to ensuring you gain access to those truly in your target demographic is to work with a provider that has deep respondent profiles, or available data, that helps segment respondents appropriately. In addition, you need to work with a provider that has access to an engaged community ready to respond to surveys in real time, and available on a variety of platforms and environments as the consumer chooses to participate—from mobile to communities. Allowing consumers to respond when and how they are most comfortable is the key to having a robust community, which is what's behind the curtain of quality real-time insights.



Tip 04

Benefit by using an end-to-end platform and access the right type of insights

Insights should be dynamic, easy to access and ultimately empower you for informed decision-making. To do all of the above, the platform used has to be accessible. Powerful insights aren't sitting in a PowerPoint presentation on someone's desk; they're available immediately as part of the modern marketing tech stack. An accessible, end-to-end platform ensures findings can be easily shared and relationships between various data points analyzed with configurable dashboards that also support collaboration.





Tip 08

Balance value and affordability with the end goal

Speaking of high price tags, cost reduction is a constant consideration for creatives. Yet if they want to maintain clients and income, they have to invest in insights. This makes it all the more vital that they balance the quality of the insights they get with the interpretation of the data so that it more than justifies the spend. Affordable insights don't have to mean cheap, ineffective data-gathering options. Instead, affordability is about quality insights and analyses that give a tremendous value, far outweighing their cost. Further, consider the end result and what impact the program may have. With proper planning, many insights, such as those included at no cost in the pitch process, can even be designed to have a variety of uses, including adding value to similar pitches or engagements.





Tip 05

Focus on insights that drive action

You've gathered targeted, dynamic insights. You've got access to these insights and the ability to share them through an easy-to-organize dashboard. What's next? Agility. Agility is your ability to respond quickly to input received from studies, both pre and post-launch. Technology is our route to agility, as it allows for the automation of quickly gathered insights and deeper interpretation built with the goal of delivering actionable insights. With correctly designed, automated research, you can gain insights for your clients throughout their product development and life cycle. And you can do that without requiring any additional time, yet still increasing the odds that your clients' products will be in the 5 percent that succeeds with insights that are speedy and actionable, as our expertise and analytics are built into the process².

² <https://www.inc.com/marc-emmer/95-percent-of-new-products-fail-here-are-6-steps-to-make-sure-yours-dont.html>



Tip 06

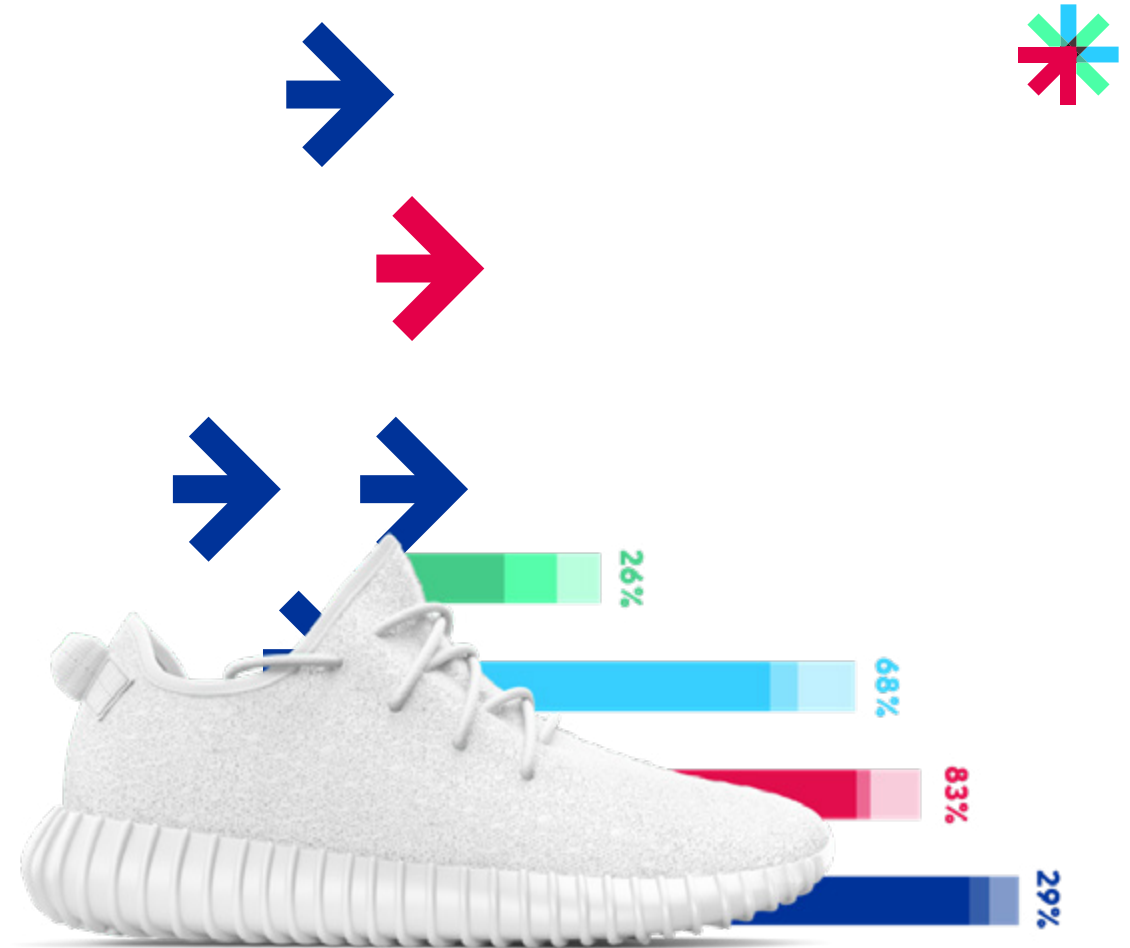
Gear insights to identify opportunities to adapt and disrupt

Thanks to our ability to gather big data, we can accumulate endless amounts of insights on consumers. But all insights don't have significance to your clients. Instead, it's those specifically targeted insights that create value. Clients who want to disrupt an industry may need different insights than those who want to break into one. Clients who need to pick up lagging sales need different insights than those who want to expand globally. Again, expertise can be built into surveys and automated methodologies to a great extent, but don't be afraid to consult with experts to develop targeted surveys designed to meet the specific goals and needs of your clients.

Tip 07

Consider brand tracking it's a shared barometer of success

It can be invaluable to understand the real-time brand impact and changes of consumer sentiment during ad campaigns and other events. When they incorporate brand tracking into the insights strategy, creatives gain an ongoing barometer to monitor and interpret, allowing their clients to easily follow the changes in consumers' opinions and feelings, feeding into positive movements and correcting course quickly when sentiment falls. Through brand tracking, companies can see how fast-moving trends impact their consumers and gauge their performance against that of their competitors. This constantly moving measure of sentiment helps creatives design strategies that deliver results such as retention, enrichment and advocacy. Brand tracking has evolved and doesn't have to be at a high price tag. Today's tracking programs have an eye on value as well as actionable insights.

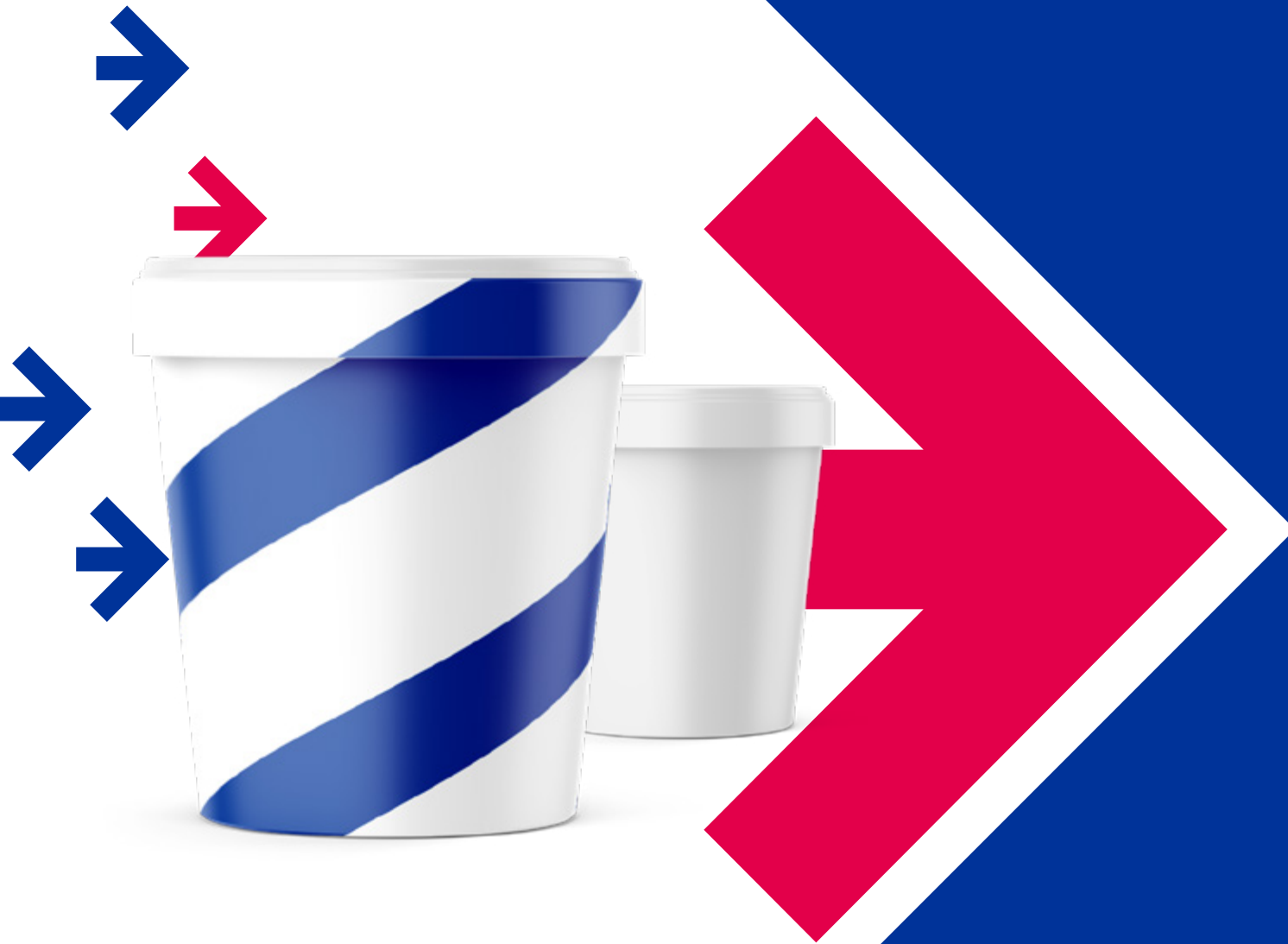




In conclusion... insights power success

We've covered a lot of different needs in this piece, and that's going to be overwhelming if you're trying to patch together consistent, actionable insights from data and services offered by multiple providers. That difficulty underscores the importance of partnering with a single insights provider that can meet all your needs under one roof.

Whether you need split testing, ad hoc surveys, communities, brand tracking, data analysis expertise, automation or niche respondents—or all of the above—choose a company that has the technology, community and expertise to deliver real-time insights that increase your value to your clients.



Learn more about
real-time consumer insights at:
tolunacorporate.com

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