



Leadership Insight Benchmark

Know the key topics and issues that affect your business and how they are being discussed by influencers and mainstream media - critical to ensuring a successful campaign.

WHAT WE DO:

- Analyze brand/company assets and landscape studies
- Conduct comprehensive scan of the business environment to identify topics and issues (including sentiment) critical to success, key influencers and conversations
- Deep-dive analysis on most important media to see how the topics and issues are playing out and to identify key reporters

WHAT YOU GET:

- Secondary research exploration
- Social media topic and issue search
- Traditional media audit
- InfluencerRadar®
- Presentation with insights and recommendations

OUR MEASUREMENT PHILOSOPHY:

Measure what is important to demonstrate business impact

- **Deepen** understanding through insights into a tasked business challenge
- **Inform** the building of a program with measureable objectives and a sound strategy
- **Analyze** to showcase how results equate to return
- **Correlate** activities to business outcomes