



inSIGHTS

MARKETING RESEARCH PROGRAM

We Help You Understand Customer Perceptions and Market Dynamics.

Understanding customer perceptions is crucial to effectively positioning your products or services. We are experts in gaining insight into markets. We help you conduct comprehensive market research to understand market trends, consumer behavior, and the competitive landscape. There are many tools available. We can utilize surveys, focus groups, and data analysis to provide actionable insights and identify growth opportunities.

It all starts with perceptions...

Facilitated Brand Alignment Meeting

(Up to 2 Hours)

We focus on:

Vision and Mission: Clarifying your brand's purpose and long-term objectives.

Brand Goals and Drivers: Understanding the core drivers behind your growth and success.

Target Audience: Identifying the audience you want to engage.

Financial Goals: Aligning recommendations with your financial objectives and timelines.

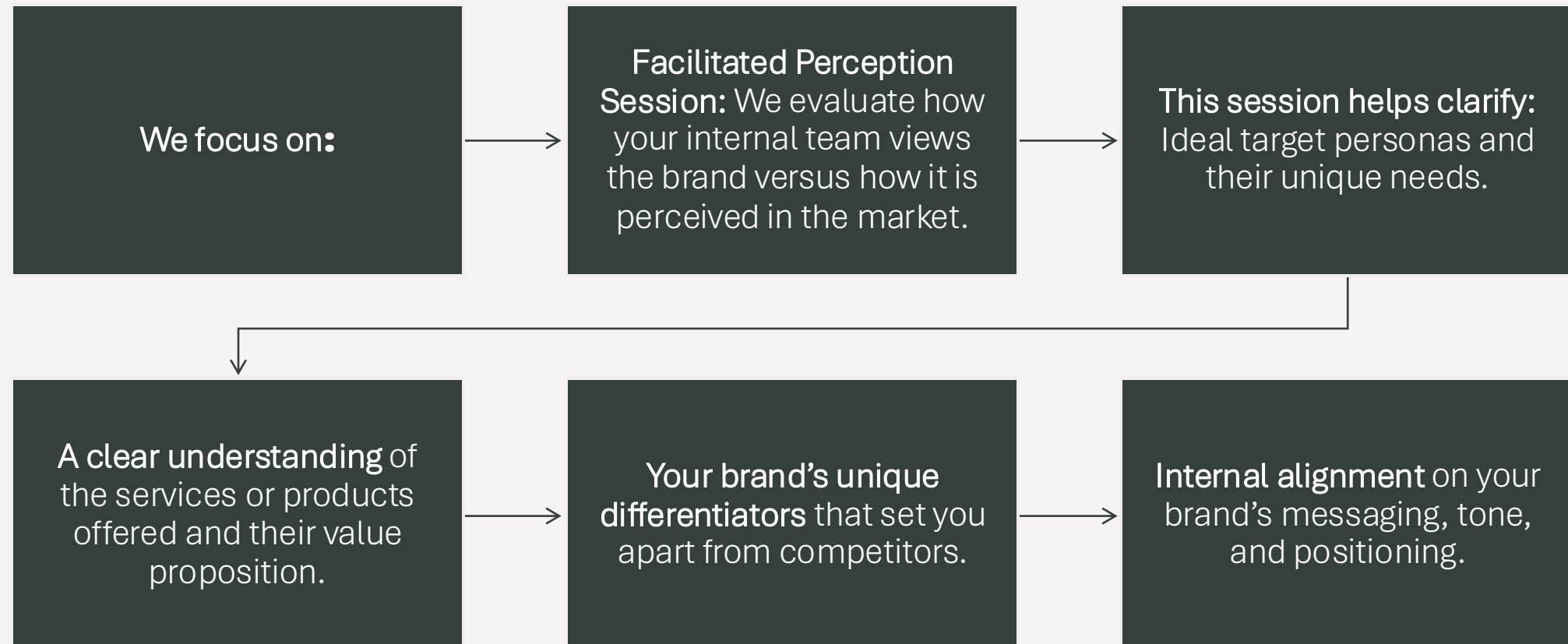
Perceptual Market Map

(Up to 10 Business Days)

WE FOCUS ON

- **Primary Research with Customers or Clients:** We conduct interviews or surveys with your target audience to understand their real opinions about your offerings, website navigation, and any hidden concerns.
- **Primary Research with Industry Partners:** We gather feedback from other stakeholders in your industry to learn how your services or products are viewed and to pinpoint potential barriers.
- **Secondary Market Research:** We perform a full analysis of your industry, identifying competitors, market trends, and emerging opportunities, along with any gaps that can be filled by your services.
- **Compliance Review:** If applicable, we review industry-specific regulations (e.g., HIPAA for healthcare, GDPR for data privacy) to ensure compliance and proactively address any issues.

Perceptual Internal Map (Up to 4 Hours)



Final Analysis Report & Recommended Strategy (Up to 3 Business Days)

THIS INCLUDES

- A high-level marketing strategy tailored to your business needs.
- Tactics to position your offerings to each target group effectively.
- An estimate of the marketing costs associated with the recommended strategy.
- Our final deliverable provides actionable steps that you can implement to enhance your brand's visibility, differentiate your business, and connect with your ideal audience.

Case Study

SITUATION:

Client had a “me-too” product in a crowded NICU marketplace. The product basically had the same active ingredients as 4 other products in the market and held last place in market share. Additionally, this was a mature market with all products being around 20 years.

GOAL:

Revitalize, rebrand, and relaunch this product and achieve at least double current sales and grow to at 2nd place in market share.

ACTIONS:

Performed a full Perceptual Map (internal and external) - This included primary with 15 pediatric intensivists and 15 NICU nurses and 2 Hospital Risk Management Directors.

RESULTS:

- Armed with a new interruptive sales and marketing strategy, the client successfully grew the product's gross sales by than 7x .
- Within 18 months, the product went from #5 to #1 in the market.



Getting Started

The Mauldin Group

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Why Choose The Mauldin Group?

- **Proven Results:** With a track record of success across various industries, we know what it takes to deliver top-tier digital marketing strategies.
- **Personalized Approach:** Every company is unique. We take the time to understand your business and develop customized marketing plans that reflect your goals and vision.
- **Dedicated Support:** Our team of professionals is committed to providing ongoing support, regular updates, and transparent communication to ensure your digital marketing campaigns are always on track.