



## Market Research and Strategic Marketing Services

Publishing is facing a market changing faster than at any point in recent history. Understanding your market and your customers to make the most of opportunities and the unique position of your business is vital to stay ahead of the competition and grow your business. In a dynamic and rapidly changing business, expert market research and strategy services from Maverick help you to position your product, business, or services for the challenges ahead. Maverick can establish your position as a thought leader and provide all of the supportive documentation—white papers, case studies, campaigns—you need.

As your marketing partner, Maverick brings a deep understanding of the publishing business to develop valuable intelligence for your specific needs along with strategies and plans to utilize it for maximum benefit.

**Market Research Services** provides the vital information to focus your product development, sales, marketing, and communications efforts in areas that will achieve the best results.

Taking global, regional, and target sector or specialist views, Maverick delivers expert insight in market sizing and perceptions, competitive landscaping, and positioning or brand analysis.

Our research blends qualitative and quantitative assessments, utilizing in-depth interviews, focus groups, targeted desk research, and online surveys.

### Market Research Services outline:

- Market and membership perception
- Market penetration
- Market sizing / market potential
- Product marketing
- Competitor analysis and response strategies
- Landscape scan and competitor review
- New product development

**Strategic Marketing Services** puts market research and expertise into action with strategies and “go to market” plans for corporate and product marketing, branding, and business planning.

Our methods include market review, analysis and segmentation, messaging and positioning analysis (by target constituent), sales and channel partner reviews, SWOT and PESTLE analysis, value proposition, pricing review and modelling, and other factors critical to creating actionable marketing plans, go to market strategies and messaging and positioning frameworks.

### Strategic Marketing Services outline:

- Top level strategic marketing plan
- Corporate brand development strategies
- Product marketing strategies
- New pricing and license modelling
- Marketing integration planning
- Product or Corporate level messaging and positioning, including white papers and copywriting

### For further information, please contact:

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