

RESEARCH-BASED MARKETING

CUSTOM MARKETING SOLUTIONS:



Connect Effectively through Unique and Compelling Messages

Today's savvy marketplace have very short attention spans, and to counter such acute snap judgements, careful content positioning is the key.

You will need to ensure that your communications cut through the noise. To gain visibility, credibility, and initiate personalized engagement with your target accounts' power structures, your stories have to be compelling and yet insightful. Our Research-Based Marketing approach ensures you excel at it.

Research NXT Difference:



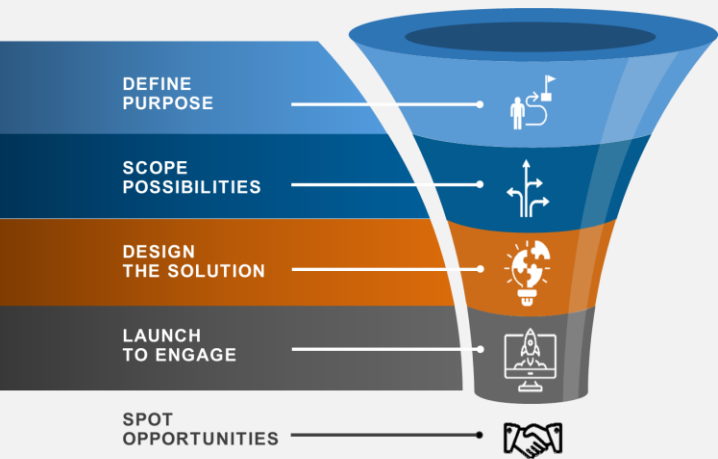
Creditable & Unique
Brand Voice aligned with
your positioning



Personalized Experience
& Value Marketing that
is audience-serving



Competitive
Differentiation with
Thoughtfully Engaged
Prospects



Original Research + Custom
Marketing =
Exclusive Engagement &
Personalized Experience

APPROACH

1.



CLIENT SHARES GOALS, INCLUDING CAMPAIGN VISION, IDEAL AUDIENCE PROFILE/KEY ACCOUNT LISTS



FEASIBILITY CHECK

OR

CHOOSE YOUR TARGET

- ☒ INDUSTRIES
- ☒ REGIONS
- ☒ COUNTRIES
- ☒ BUSINESS TYPES/ SIZE
- ☒ CONTENT TYPES
- ☒ NO. OF CONTENT ASSETS

2.



EXPLORATORY RESEARCH IDENTIFY TOPIC



YOU APPROVE CONCEPT

3.



EXTENSIVE INCLUSIVE BRIEF




CHOOSE SOLUTION TYPE




CHOOSE CUSTOMIZATIONS (IF ANY)

4.



WE CREATE VARIOUS CONTENT FORMATS



SHARE APPROVAL/FEEDBACK

5.



TARGETED CONTENT MARKETING CAMPAIGNS




DECISION MAKER ACTION




READY FOR YOUR MARKETING AND SALES FUNNEL

RESEARCH NXT SOLUTIONS PLATTER:

Thought Leadership Content



Expert Interviews, Blog Post, Podcasts, Videos



End-to-end Event/ Webinars



Whitepaper, eBooks, Research Reports



Infographic, Articles

KNOW MORE


ABM Campaigns.



Interview Series with Key Account Executives




Key Account Surveys




Branded Downloadable Content Assets

KNOW MORE


Targeted Leads Campaigns



Lookalike ICP Market Surveys



Whitepaper, eBooks, Research Reports



MQLs

KNOW MORE

© Research NXT | All Right Reserved 2021

www.ResearchNXT.com

RESEARCH BASED MARKETING PRICING

FILL THE PEQ

AND GET A CUSTOM QUOTE TODAY



Research NXT has the knowledge and experience of providing Marketing Solutions that we were seeking in a vendor.

ROHIT SHRIVASTAV
HEAD OF GROWTH, NETCORE SOLUTIONS



VIEW SUCCESS STORY

OUR CLIENTS:

HCL

TRANSACT



L&T-NXT

HARMAN

