

GLOBAL MARKET RESEARCH

radius

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radius report

THIS MONTH'S TOPIC:

**Leveraging Touchpoints in
Today's Economy**

Making the Most of Your
Interactions with Your
Target Audience

Leveraging Touchpoints in Today's Economy

Making the Most of Your Interactions with Your Target Audience

The means by which we are communicating with one another

are changing at a dizzying pace. In addition to the traditional media, Web 2.0 has spawned a variety of new ways for consumers to interact such as social networks, video sharing, wikis and blogs. With the development of web enabled smart phones we are able to participate in these activities virtually at any location at anytime.

The growing impact of the participatory web can be seen in the following:

- Some social networks have memberships that exceed the populations of most countries.
- Sales of smart phones continue to grow in a weak economy.
- Newspaper and broadcast television advertising is declining.

Consumers are changing the ways in which they learn about and discuss your brand and offerings. The web has become a trusted source of product information on cost, selection, availability, and suitability, using community content, professional reviews and peer reviews.

In addition, social media and smart phone applications are providing the opportunity for brands to be more actively engaged with their customers.

In light of these rapid and sweeping changes, are you confident that your marketing efforts are appropriately focused on those areas where consumers are going for critical information about your category or brand? Are consumers learning about your category and brand mainly from traditional media or are they using social networks or blogs to inform their decisions? What types of information are they seeking from these touchpoints? How are these touchpoints influencing the decision process?

If you find yourself asking (or being asked) some or all of the questions above, Radius can help guide you to an answer and an action plan.

Radius has a wealth of experience dissecting the decision process in numerous categories, for myriad brands. More and more, we're using this expertise to help our clients identify key touchpoints by which consumers are engaging with their categories and brands to help them clarify the roles that these touchpoints play and quantify the impact they are having on brand selection.

We use our approach to researching Decision Pathways to break down the stages your target audiences tend to go through as they choose a brand/provider. Our Pathways work, by clarifying the different approaches your target audience takes to a decision, will help you determine how best to connect with your target, leverage touchpoints to your advantage, and position your brand for success within and across these touchpoints. With a better understanding of how Decision Pathways tend to play out you can be more effective and efficient with your resources, thus maximizing your impact on generating business.

The net results of this research is an ability to clearly determine the extent to which different touchpoints affect consideration, how they aid in investigation, and the value decision makers are seeking from them along the way. This knowledge is essential to helping you influence choice, as it allows you to appropriately focus your efforts on touchpoints that are critical in the decision process. Not only will this make your marketing efforts more efficient, it will ensure that your brand is in the best possible position to succeed as choices are being made.

To learn more about Decision Pathways, or other approaches offered by Radius, please contact us at the numbers or email addresses provided on this mailer.

→ **Want to learn more?**

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