

Empowering Brand Marketers with Empanel Online

A renowned consumer brand sought to elevate its marketing strategies and enhance audience engagement. They partnered with Empanel Online to leverage comprehensive market research solutions tailored specifically for brand marketers.

OBJECTIVE

The primary objective was to collect useful data in order to better understand consumer preferences, boost advertising efforts, and develop marketing tactics for 800 influencers. Additionally, the company sought to understand how influencers in the UK, Germany, France, Italy, and Spain operate, monetize, and engage.

KEY FINDINGS

- Identified key product features and attributes that resonate with customers.
- Determined the most effective advertising mediums and messages.
- Measured and improved brand awareness and perception among the target audience.
- Gained insights into how influencers operate, monetize, and collaborate with brands.
- Identified new market opportunities and potential challenges.

CONCLUSION

Partnering with Empanel Online provided the brand with valuable insights that enhanced marketing strategies and fueled growth. The high-quality data offered a competitive advantage, ensuring ongoing success in a changing market.

IMPACT



GROWTH STRATEGIES

Improved product features and innovations increased consumer engagement and loyalty.



STRATEGIC MARKET ENTRY

Aided in developing successful go-to-market strategies to expand the brand's reach.



COMPETITIVE BENCH MARKING

Enhanced understanding of competitors & refined market positioning.



CONTENT CREATION

Developed relevant and engaging content tailored to influencer and consumer preferences.



COMMUNITY ENGAGEMENT

Fostered a community by sharing research results, encouraging participation and retention.

NEXT STEPS

The brand will use Empanel Online's research solutions to stay competitive, expanding research scope, integrating advanced analytics, and enhancing community engagement strategies.