



What is the scope of PLAN-it's work?

PLAN-it's expertise in marketing intelligence encompasses a full range of marketing planning and strategy work founded on consumer insights from qualitative and quantitative research. Our work spans multiple industries and target audiences (consumer and business-to-business).

Utilizing an extensive variety of planning and research methodologies, we provide insight into the mindset and behavior of key target audiences and the broader competitive marketplace alike. Our work includes an emphasis in branding/positioning development, communications and web site development, brand tracking, volumetrics, segmentation and product/service development. We also utilize a wide variety of advanced statistical techniques as appropriate.

Through our years of experience in strategic planning and marketing research, we've amassed expansive industry knowledge, particularly in the financial, technology, telecommunications, retail/fashion, health care, sports and travel industries, which we bring to bear in strategic and tactical recommendations for our clients. And while planning is a part of everything we do, we also provide brand consulting services independently to help guide your business strategies.

PLAN-it's work is always proprietary and customized to your business needs. We tailor our approach for every project because at PLAN-it, determining the most effective approach to the problem is critical to finding the optimal solution.