



How is PLAN-it different from traditional research vendors or marketing consulting firms?

PLAN-it Marketing was founded on the concept of spanning multiple disciplines to satisfy a void in the marketplace. We are an “intelligence” company that combines marketing research with strategic business planning.

We take research to a new level. Many traditional research firms are executionally-oriented, relying on their clients to tell them what type of research they need and offering standardized reporting. In contrast, PLAN-it Marketing plays an advisory role, recommending an optimal course of action, managing all research processes creatively and with strong emphasis on quality control and, ultimately, providing strategic and tactical recommendations to help clients make smarter decisions. PLAN-it Marketing keeps in mind the critical marketing and business goals of our clients and applies innovative thinking to help solve problems and identify opportunities. This approach clearly separates us from the competition.

On the marketing consulting side, while consulting firms may focus on strategic planning needs, they typically lack the in-depth knowledge of techniques and optimal applications in marketing research; solid, yet creative research solutions can serve as the foundation for smarter planning and, ultimately, smarter business decisions.

PLAN-it’s unique merger of disciplines has proven successful in the marketplace. Our work has clearly impacted our clients’ businesses as evidenced by their achievements in the marketplace, including successes in launching new brands and products to evolving existing ones, identifying new targeting opportunities and helping clients solidify and build customer relationships.