

BUSINESS INTELLIGENCE & ANALYTICS

The compass that directs
your marketing roadmap



WHAT IS BUSINESS INTELLIGENCE & ANALYTICS

&Marketing leverages advanced tools and software to collect data, uncover relationships, identify trends, and develop actionable recommendations for growing businesses.

This advanced approach to business and marketing strategy and execution drives decisions rooted in data, not doubt. With Business Intelligence & Analytics, you can create intentional and informed marketing and business plans with concrete data that tells the story of where your customers are, what they want, and how you can reach them.

&MARKETING

Stop wasting your time and money on marketing tactics that lack focus and results. Start prioritizing your marketing efforts so your business can grow. With &Marketing as your outsourced marketing solution, you can have a team of experts to help you reach your goals, all without breaking the bank.

The Details Are In The Data

Business Intelligence & Analytics allows you to pull data from a variety of platforms in order to align, analyze, and uncover connections and trends. This raw data can be collected from several sources, such as:

- Google (Website Analytics, Search Console, & Paid Search Advertising)
- Email Service Platforms (ESPs)
- Social Media Platforms
- CRM/Sales Data
- Geographic Data
- Business & Audience Demographics

The &Marketing Difference

With &Marketing Business Intelligence & Analytics, you can cut the time it takes to analyze your data manually by up to 90%, identify competitive differentiators, and uncover audience insights that will drive your marketing strategy and tactics.

Big companies have the luxury of a marketing department with specialists dedicated to several different marketing areas and sophisticated tools that allow them to be more diligent in their spend and quicker to optimize for greater results. With our process and unique business model, even the smallest teams have the ability to identify insights and opportunities across large sets of data within minutes instead of hours.

Our Process



1: Collect Data



2: Identify Relationships & Trends



3: Develop Data-Based Strategies & Recommendations



4: Take Action

Leverage Data-Based Insights To:

- Lead Generation
- Content & SEO Optimization
- Digital Advertising Opportunities
- Messaging Efficacy
- Social Media Review & Optimization
- Sales Pipeline Optimization
- eCommerce Trends & insights
- Informed Forecasting and Projection
- Advanced Competitor Audience Analysis
- Geographical Engagement Analysis
- Customer Journey Map
- Digital Funnel Map

Contact Us



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