

Navigating your way in the right direction



Many firms begin their marketing journey without proper preparation.

Market research will guide you in determining where you can market most effectively and efficiently. You can set your sites on the right geographies, client types and market sectors that will add to your bottom line.

Services Provided

- **Position analysis of targeted markets, clients, geographies, and industries**
- **Client perception surveys**
- **Competitive strategy analysis**
- **Capture strategy research**

Case Study

A civil engineering firm specializing in transportation wanted to expand into passenger rail work. MARKETINK conducted research with the transportation agencies and authorities within their geographic target to obtain information regarding upcoming projects, selection criteria, competitor relationships, funding mechanisms, etc. Findings and recommendations for entering the market were presented to the client. **LINK TO SUCCESS:** The researched conducted confirmed for the company their strategic direction to enter the market. The most valuable information gained for the client was a pre-qualified list of owner contact information and

upcoming projects so they could hit the ground running.

Client Quote

"This is a people business. □ Market research performed with a high degree of personal touch balanced with a degree of professionalism gets results you can work with. □ MARKETLINK brings that balance to my projects with results I can really build on."

□ - **Frank Lippert, FSMPS - David Evans Associates**