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BUSINESS REPORTER

CASE STUDY: GFK (GROWTH FROM KNOWLEDGE)

www.business-reporter.co.uk





INTRODUCTION

GfK is an unparalleled leader in **data and analytics**, providing market research and market intelligence services for **over 85 years**.

With AI-powered intelligence solutions and consulting services for the consumer goods industry, they help their global clients **boost sales** and increase organizational and **marketing effectiveness** by turning big data into intelligent data.

THE CHALLENGE

GFK wanted to **grow its business, build brand awareness, and educate a new audience** on their new AI solutions as a well-known technology company.

The company was looking for new **sales opportunities** and ways to boost awareness, grow its audience and encourage sales.

To exceed their sales and marketing goals and position themselves as **leaders in the field**, GFK needed a new sales pipeline in a large and growing marketplace.



HOW BUSINESS REPORTER HELPED

Business Reporter proposed a content marketing strategy involving **creating a thought-leadership interview**.

The interview aimed to educate the audience on the latest innovations in AI and challenges that a business can overcome through GFK's AI solutions.

Business Reporter also **created a short interview teaser** that went into two appropriate digital Business Reporter magazines alongside the article. The content was also hosted on the Business Reporter dedicated hubs on Telegraph.co.uk, businessinsider.de, and Bloomberg.com.



Thought-leadership interview produced for GfK by Business Reporter.

The content also included a call to action allowing users to view the full interview by completing a data capture form, providing GfK with a warmed up marketing and sales pipeline.

Business Reporter included the campaign within our weekly newsletter **sent to over 140,000 business leaders** to promote this content.

Business Reporter also provided GfK with a full copyright licence to all the content created for them. GfK could, therefore, distribute it through their marketing efforts.



153,170*Improving Business
Performance
report views***11,556**unique article
viewsNewsletter
sent to**147,643**

contacts

THE RESULT

The campaign allowed GFK to **distribute their message** effectively to C-Suite and Director-level executives.

Business Reporter can reach **multiple globally-renowned publishing platforms**, which help raise their profile to new heights.

Clients like our **high production quality**. Our attentive and professional staff walk them through every project stage, from conception to production and marketing.

We have been delighted to develop GFK's video content marketing strategy, which has played a significant role in their renewed focus on AI technology sector.

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