



Do you ever feel like you're
talking to strangers?

Get to really know your audience
with the SOUL[®] Process.

Bodden
PARTNERS

Today's marketers live in challenging times

Competition for the consumer's disposable income has never been hotter. By some estimates, in addition to the countless products already on the market, every year over a quarter million new products are launched.¹ Just a few years ago, marketing executives had only a few traditional channels at their disposal, but in recent years dozens of dynamic and engaging social, mobile and personalized channels have opened up. At the same time, or perhaps as a result of the barrage of product messages, consumers have changed so drastically that traditional marketers can feel like they are talking to strangers. Today's consumers are more diverse, informed, distracted, elusive, and demanding than ever before. Trust and loyalty are in short supply. Faced with such a climate, what is a marketer to do?

Data as a security blanket.

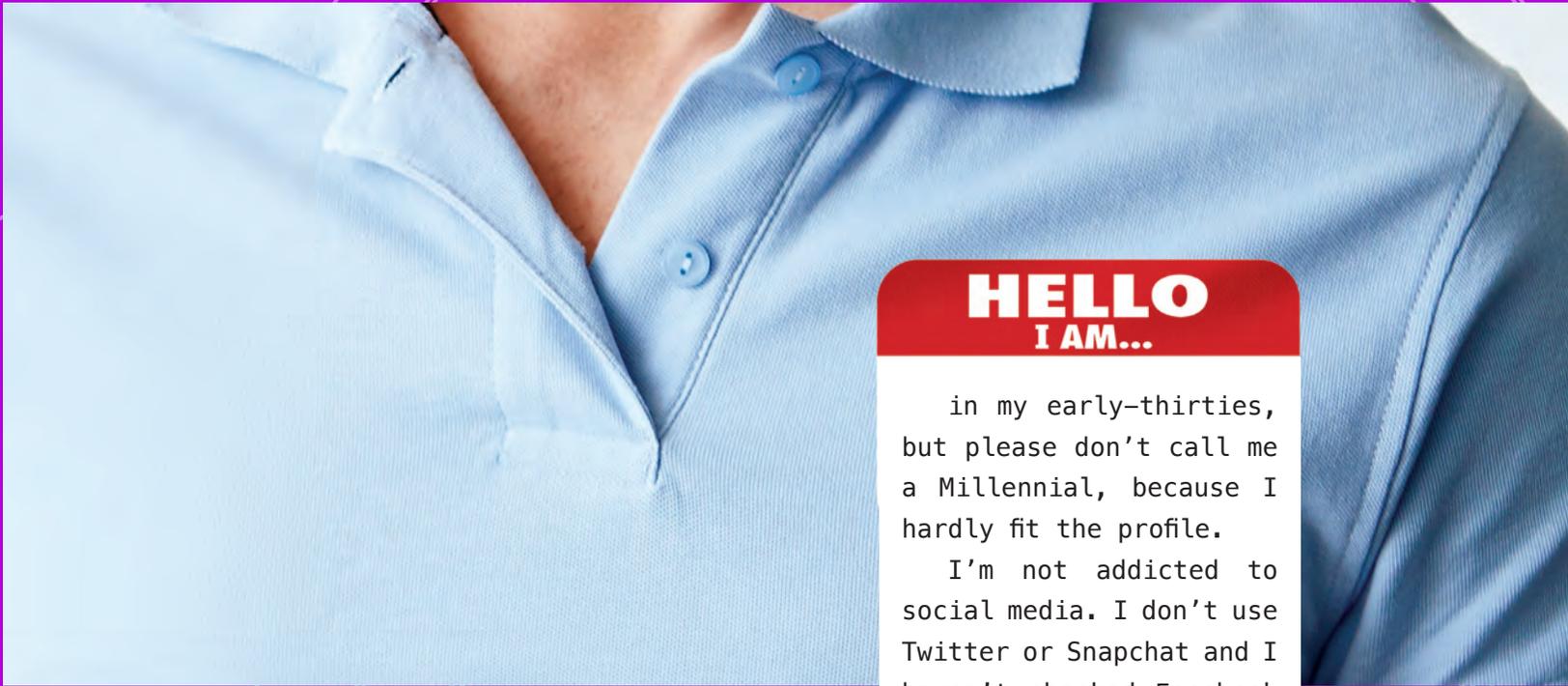
More marketing managers are turning to data to take the guesswork out of business decisions. Today's marketing channels generate an ever-increasing variety, volume, velocity and complexity of information. Every action and interaction can be tracked, analyzed and recorded. Organizations are simply awash in data.

As SAS recently observed, the term "big data" doesn't just refer to the data itself; it also refers to the challenges, capabilities and competencies associated with storing and analyzing such huge data sets to support decision making.² For many organizations, big data has become a big budget item, but many are not able to maximize the potential utility it promises.

What's the problem? Why is Big Data generating such little insight? Donald Soares, Chief Technology Officer at MarkLogic, a Big Data company, sums it up this way, "the data tells us what is going on but it doesn't tell us why it's happening."⁴



**75% of CEOs
say Big Data
is not giving
them the
insights they
need.³**



HELLO I AM...

in my early-thirties, but please don't call me a Millennial, because I hardly fit the profile.

I'm not addicted to social media. I don't use Twitter or Snapchat and I haven't checked Facebook in weeks because I'm just not that interested anymore.

I'm married and my son just now started walking. And no we don't live in my parent's basement. Our careers are taking off and we are saving up for a down payment on a starter home.

Sure I shop online, but I still want to make important financial decisions with someone I trust.

I've tried to fill out online surveys, but the answers you gave as options didn't match what I really wanted to say.

If you want to know what I think, just ask me and then take the time to listen. Really listen.

The SOUL[®]
Process gets
your audience
talking, and
we listen.

The growing limits of conventional research

To try to understand what drives consumer behavior, organizations conduct ongoing market research in an attempt to uncover insights into their target audience. Questionnaires and surveys are a favorite for quantitative studies while focus groups are the primary tool for qualitative studies. It is estimated over 200,000 focus groups are conducted annually,⁵ with an approximate \$7 billion being spent on focus group testing.⁶

Despite the popularity of surveys and focus groups, both have serious drawbacks and limitations. Survey questionnaires are tightly scripted based on the researcher's own assumptions as to what is and is not important; therefore they often contain inherent bias.

Surveys are inflexible and do not allow the researcher to probe for subtle meanings or context behind answers that often lead to insights. And studies show answers deteriorate as the questions grind on and the respondent repeats the same score in an effort to complete the process.

The artificial environment of focus groups subject people to peer pressure. Participants' opinions can be easily influenced by facial expressions, body language or other reactions. Participants know they are being watched, fed and paid and may change behavior or hold back opinions as a result. If the subject matter is sensitive, personal or potentially embarrassing, participants tend to withhold vital information that can affect the quality of the research results. Additionally, "groupthink" is a well-known psychological phenomenon in which group members try to minimize conflict and reach a consensus decision. This dynamic allows for the group to become influenced by one or two dominant people in the session, often resulting in biased outcomes.



**Yesterday's
research
doesn't work
for today's
consumers.**

Data is essential, but it takes insight to move consumers

It is with this avalanche of data in hand that many marketing managers begin the long process of “briefing” their agency. Having been on the receiving end of many such data dumps, Bodden Partners saw the need for a new type of research.

Unfortunately, even after wading through mountains of focus group reports, product descriptions, data dictionaries, segmentation studies and model profiles, we were still left with the question of what do we have to do and say to actually sell this product. What was missing from all the reams of reports? Insight.



The image features a solid red background. Overlaid on this background are several thin, white, overlapping circles of varying sizes and positions, creating a complex, abstract pattern. The text is centered in the upper half of the image.

Getting to know you.

**Getting to
know all
about you.**

Introducing The SOUL[®] Process

The proprietary research methodology we use is called The SOUL[®] Process because it gets to the very essence of why people buy a product or service.

SOUL was created to overcome the gaps and shortfalls inherent in other research methods.

SOUL uses one-on-one listening sessions rather than focus group herd mentality.

SOUL involves open-ended, flexible conversations rather than tightly scripted questionnaires.

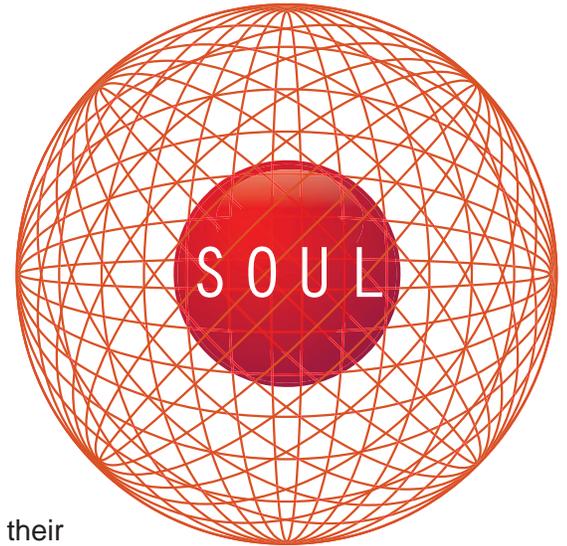
SOUL immerses the marketer in the consumer's mind and shifts their focus from the selling process to the buying process.

SOUL creates empathy and an emotional bond between the marketer and the consumer.

SOUL turns strangers into buyers by creating a forum that allows consumers to tell marketers exactly what they would need to hear to buy the product.

SOUL costs roughly the same as a focus group, but yields deeper, richer insights.

Many marketers fear they are not able to afford one-on-one interviews so Bodden Partners has designed The SOUL Process to be extremely cost effective. For roughly the same cost as focus groups, marketers can conduct a SOUL Process and gain richer, deeper insights. The average focus group allows for less than 10 minutes of talk time per participant;⁷ the average SOUL interview runs for 20-30 minutes per participant. The average focus group can accommodate only 10 participants. The average SOUL interview has 40-50 participants.



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How to turn
strangers
into buyers.

Insights from The SOUL Process inform the communications strategy. The SOUL interviews will have revealed their goals, challenges, pain points and other concerns. Armed with that knowledge, you can begin creating an arsenal of compelling, highly relevant and engaging offers and content to draw qualified prospects to your company. We use a 4-part comprehensive strategy to capture their attention and gently pull them through the buying process.

1. Attract potential buyers to your company by using the insights from The SOUL Process to develop intriguing, unique content that will catch their attention and draw them to an area where data can be captured for further lead nurturing. The business objectives during this stage is to build awareness and consideration and to continue moving prospects through the buying cycle.

2. Engage potential buyers on an individual basis to start the process of building a relationship with them. Not all consumers will choose to engage in the same channels or in the same ways. Therefore we design engagement programs that create meaningful interactions based on specific actions the individual prospect may take, whether that involves opening an email or direct mail package, visiting a specific web page, communicating through social media, etc.

3. Nurture prospects with personalized assistance and support until they are ready to buy. Research shows buying life insurance can be a difficult, frustrating and lengthy process. We help companies maintain an ongoing conversation with potential buyers as they work their way through the buyer journey.

4. Convert prospects to buyers by continuously encouraging them to take the next step. To expedite the process we infuse each communication with simple, compelling and clear calls to action. We are life insurance direct marketers by training. Obsessed with ROI, we create multiple conversion paths and strong calls to action in each communication.

Add your success story to the list below.

By correctly translating the research insights into marketing, SOUL lets your customers tell us what to say and do in order to successfully sell them your products at the time they need them. At Bodden Partners, we've seen time and again how this process has revitalized and transformed marketing programs for financial services companies, travel and tourism clients, insurance marketers and the hospitality industry.

- A New York bank used The SOUL Process to help reposition themselves for a younger set of customers. The campaign was so successful traffic to the bank increased 30%.
- A tourism client used The SOUL Process to turn around stagnant visitor numbers and attract new visitor segments. Among the desired segments, travel more than tripled.
- An international real estate firm used the The SOUL Process to reevaluate and revamp its relationship with over 500 franchisees. This resulted in an increase in annual profits of 20% for each of the next two years.
- An insurance client used The SOUL Process to name, position and develop a marketing campaign to launch their new product. The process uncovered vital marketing communications and messaging insights (what we need to say to prospects) that traditional methods did not.



**Custom
solutions have
the power to
change consumer
behavior.**

Bodden Partners is an independent full service marketing agency that has assisted clients surmount their marketing challenges since 1975. Our services include branding/advertising, direct, digital/social, face-to-face/event and public relations.

Unleash your SOUL. Start turning strangers into customers today.



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Sources:

- ¹ <http://www.forbes.com/2010/12/03/most-memorable-products-leadership-cmo-network.html>
- ² http://www.sas.com/en_us/insights/big-data/big-data-marketing.html
- ³ <http://businessintelligence.com/bi-reports/what-business-leaders-hate-about-big-data/>
- ⁴ <https://www.linkedin.com/pulse/big-data-little-insight-challenges-retail-consumer-donald-soares>
- ⁵ <http://www.quirks.com/articles/a2003/20030205.aspx>
- ⁶ <http://www accurdata.com/focus-groups/>
- ⁷ <http://www.csr-bos.com/is-your-research-out-of-focus-2/>

Put our team to work on your toughest problem, we are up to the challenge.

Contact Mark Silverman for a free, custom consultation.

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