DOVETAIL
PULSE

Empowering Organisations to
Thrive in a Data-Driven World

INDEX

Dovetail Pulse, a division of
Dovetail Creative, specialises in
leveraging deep market intelligence to
empower organisations.

Our mission is to turn complex
data into actionable insights that
drive strategic decision-making and
innovative engagement.

Why Dovetail Pulse

New era, new challenges for marketers

In today's digital age, crafting messages that resonate with audiences is more crucial than ever due to the sheer volume of content produced by both humans and, increasingly, machines.

- **Content overload:** According to HubSpot, 82% of marketers using AI have reported an increase in content output in 2024.

- **Poor results:** According to Forbes, the top challenge facing 45% of marketers in 2024 was attracting quality leads with content.

The rise of AI poses an additional challenge for marketers.

- **Quality vs Quantity:** In fact, the exponential growth in content quantity driven by AI is arguably matched by a commensurate decrease in quality.

- **Poor results, again:** This is not good for business. According to Gartner, content that lacks originality and fails to demonstrate expertise and trustworthiness likely to perform poorly in search rankings

82%
Marketers using AI that reported an increase in content output

45%
Marketers struggling to attract quality leads with content

Content Quantity

Content Quality
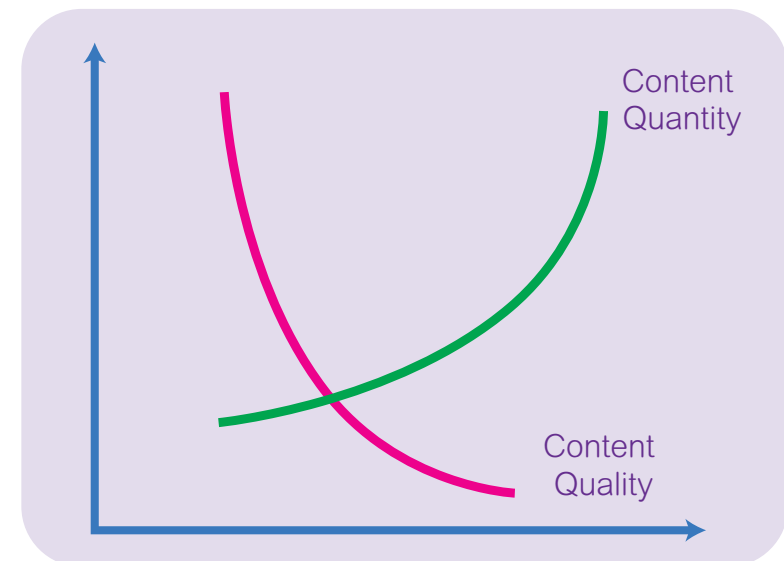
The value of research and data in marketing

- Research and data are increasingly being adopted to tackle these challenges, particularly in B2B marketing contexts.

- According to Human Digital's predictions for 2024, B2B marketers will increasingly rely on original content backed by research and data.

- Also, Pavilion predicted in 2023 that B2B executive buyers were 20% more likely than average to consider original research and data a key element of a high-value content proposition.

> 66 As generic content, proliferated by outdated Search Engine Optimisation (SEO) strategies and artificial intelligence, continues to lose appeal, B2B buyers will shift to original content grounded in research and data 99
>
> *B2B DIGITAL MARKETING IN 2024 Report by Human Digital*

A radical shift in marketing is happening

- We are witnessing a radical shift in marketing strategy to address the new challenges of the digital age.

- Marketers are moving away from traditional marketing tools and towards a more data-driven approach.

- While traditional communication channels such as press releases are still useful for exercises such as brand building, they are not delivering the return on investment (ROI) needed in this digital era.

- Data-driven content and research are now key to generating the solid digital sales leads that marketers need.

- Dovetail Pulse was created to support this shift and to help marketers address these important challenges.

Dovetail Pulse helps
organisations turn complex
data into actionable
insights that drive strategic
decision-making and
innovative engagement

Why Dovetail Pulse?

Agile Approach:
We are nimble and responsive, rapidly adapting to meet our customers' evolving needs and tailoring our solutions to them.

Trusted Partnership:
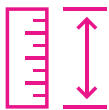We strive to be our customers' trusted partners and not just transactional data providers.

Engaging Experiences:
We deliver high-value and engaging experiences to our customers and their communities.

Blended Innovation:
We combine human insight and modern technology to innovate for our customers.

Measurable Outcomes:
We strive to make an impact for our customers, driving and being driven by measurable results.

# Are you still unsure?

We recommend a simple exercise:

1 How much $ did you spend on traditional marketing techniques last year? And, on which techniques?

2 Did you achieve the objectives you set when investing in them? For example, did revenues go up, down or stay the same?

3 Can you infer any correlation or causal relationship between the deployment of specific traditional marketing techniques and your objectives?

4 Can you make an estimation of your ROI based on the data you have gathered to answer the three questions above?

5 What does the ROI ranking look like?

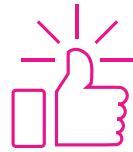Dovetail Pulse can help you address these questions, and many others.

Click to view our Scorecard marketing Case Study.

How Dovetail Pulse
helps your business
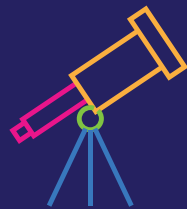
Application areas for Dovetail Pulse

**Content:** Utilise research to substantiate and enrich your existing content, ensuring it is compelling and validated by data.

Thought Leadership: Leverage insights to produce authoritative guides and reports that establish your brand's expertise and influence in the industry.

Marketing Campaigns: Craft highly personalised marketing campaigns based on detailed segmentation and analytics to increase engagement and conversion rates.
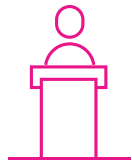
Event Strategies: Use data insights to tailor event content, choose speakers, and plan sessions that resonate deeply with your target audience, ensuring high participation and satisfaction.

Strategic Development: Inform your product, solution or service development process with member or customer insights, identifying unmet needs and preferences to guide new offerings.

Our process

Discover
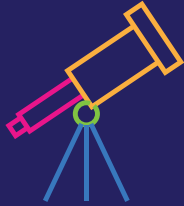
Conduct data health checks, content analysis, and customer segmentation to build a solid foundation for precise targeting and engagement

Engage

Use targeted surveys and content enhancements to deepen connections and refine your messaging based on robust data
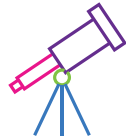
Lead

Produce state of the industry reports and develop thought leadership materials that position your organisation as a knowledgeable leader

The questions we help you answer

Discover

Personas and profiling: How could I profile my customer base into personas? And what about my prospects? What data should I use to do so and how?

Content analysis: Am I using the right content and/or appropriate communication channels to talk to my customers? How can I link content decisions with data?

Data health check:
What data could I use to power my content decisions (e.g., website, primary data, etc.)? Is the data I have now enough, or should I source more? How can I make best use of it?

Discover is the FIRST step in a customer relationship.

Engage:

Surveys: How can I use customer surveys to drive different content marketing initiatives, from thought leadership programs to customer feedback programs? How can I make sure that they are engaging and track business metrics?

Research methods: What other types of research can I use to engage with my stakeholders? Are high-touch methods such as focus groups and roundtables needed for some specific use cases?

Content distribution: What types of content formats can I use to better engage with my customers and prospects? Static or interactive? Online or physical? What is the right mix of which forms?

Engage is the SECOND step in a customer relationship.

Lead

Thought leadership: How can I drive my thought leadership strategy? Which topics should I focus on and why? How do I go about creating content assets that meet my objectives?

Content: Should I create long-form content, short-form content, or both? Will data-driven video help me engage with some of my audiences? What about other types of content?

Events: How can I link content assets and events? How should I decide which format an event should take? What about other areas such as speakers, topics, promotion etc.?

Lead is the THIRD step in a customer relationship.

Case Studies

Thought leadership

Situation:

A client had a need to create an original, research-backed content piece on AI. They wanted to be seen as thought leaders in AI but were not sure how go about it. They wanted the piece to be relevant to both to their customer base (predominantly more senior and traditional in their content consumption patterns) and their prospects (predominantly more junior and modern in their content consumption patterns).
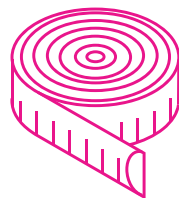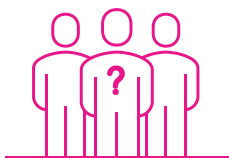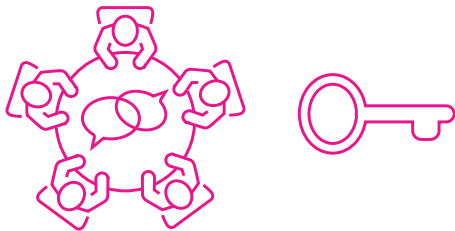
Solution:

- Plan the end-to-end research process with the customer, including creation, distribution, content gating etc.

- Create a survey on AI, using our skills and survey design software after a consultation with the customer.

- Distribute the survey to our client database and analyse the results, providing an update.

- Using our hybrid publishing technology, develop a long-form research report based on the results (to be distributed both statically and interactively to the relevant audiences).

- Atomise the long-form research report in smaller content assets to be used for promotion and reinforce the thought leadership message. These included topical infographics and data-driven videos (see this case study as additional support) to be used on various social media platforms.

- Our client provided feedback on the results, and we had an additional consultation to explore further efforts.

Product marketing

Situation:

A client wished to develop a comprehensive product marketing strategy. This needed to be based on solid research and enable the client to inform current and future marketing initiatives related to its product portfolio and content. Key outputs should include detailed customer personas and content marketing recommendations aligned with each persona.
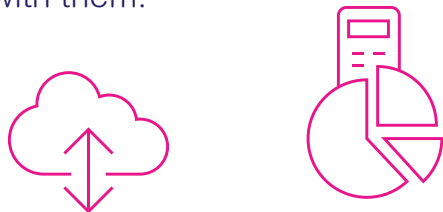
Solution:

- Plan the end-to-end research process with the client, including data gathering, research deliverables, etc.
- Interview key employees and product knowledge leaders to gather essential information about the products offered by the client and the main trends affecting them.
- Conduct competitor analysis, to be focused on the client's top competitors and their main product developments (and their communication strategy).
- Conduct focus groups/workshops/interviews with the client's key customers to gather insights into their buying process, characteristics, pain points, etc.
- Design a survey, to be distributed to both customers and prospects to reach a wider audience and provide some data-driven indicators.
- Conduct a data analysis of CRM/website consumption data to cluster content consumer personas and identify high-value segments (see this case study as well if you are interested in this).
- Deliverables included a report focusing on ICPs and marketing recommendations as well as an event to present the results.

Scorecard marketing

Situation:

A client approached us to create a scorecard that can assess cloud maturity within their industry. They wanted to educate organizations on their current cloud capabilities while generating leads and delivering value. Their goal is to help businesses identify their strengths and areas for improvement in adopting and optimizing cloud technologies, using personalized insights as the key driver of engagement with them.
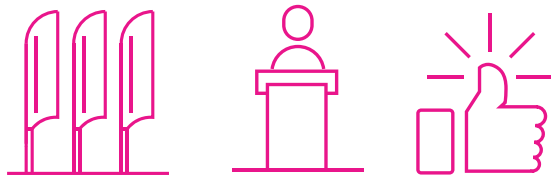
Solution:

- Work with the client to identify core pillars of cloud maturity within their industry, such as cloud infrastructure, data security, content delivery, and scalability.
- Each category was mapped with questions that could assess the participant's current level of maturity.
- Design a questionnaire that could generate a cloud maturity score along with category-specific insights and actionable recommendations.
- For example, based on a pre-determined pattern of answers to the questionnaire, some respondents received the following report:

  "High Cloud Maturity: "Your company is leading the way in cloud adoption! You have a strong infrastructure and robust security. Next steps could include cloud optimization and automation."

- Create a marketing campaign in consultation with the client to promote the questionnaire with their customers and prospects.
- Deliver a report on engagement with the questionnaire to the client to examine whether further actions were needed.

16

Event production

Situation:

A client approached us to create an event focused on streaming at an industry exhibition. They wanted the event to be original, thought-provoking and interactive as well as be backed by research insights:

Solution:

- Work with the client to identify key priorities for the event.

- Create a synopsis/agenda and select appropriate speakers for the event.

- Create a research-backed insight presentation for the event.

- Handle logistics to serve customer priorities (e.g., room layout to incentivise interactivity) and promote the event on various communication channels.

- Have one of our analysts present at the event and moderate the discussion.

- Create a post-event report with insights to amplify the client's message.

Taxonomy creation

Situation:

A client approached us to create a taxonomy for their growing library of online content resources (e.g., articles, whitepapers etc.).

Solution:

- Work with the client to identify their content strategy as well as key objectives and audience needs.

- Audit the client's content library to identify issues with the current content categorisation as well as provide initial recommendations.

- Develop a series of proposed taxonomies to be tested with a group of stakeholders.

- Test the proposed taxonomies with a group of customers and prospects.

- Create a report on the results of the tests with final recommendations.

Feedback survey

Situation:

A client wanted to gain deeper insights into customer satisfaction and product experience. They had various customer touchpoints but lacked a structured way to regularly collect and analyse customer feedback. Their goal was to implement a continuous feedback loop to identify opportunities for product improvement and enhance customer experience.
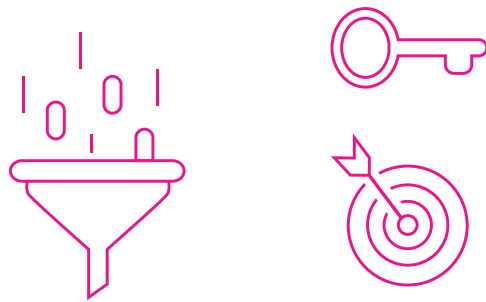
Solution:

- Design a survey that covered key areas of customer experience and product usage (e.g., satisfaction, support experience, improvement areas, NPS, etc.).

- Determine the frequency of the survey and the feedback loops to be established between findings and business outcomes.

- Analyse the survey results on a continuous basis (including anecdotal feedback) and track changes in KPIs (e.g., NPS).
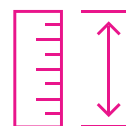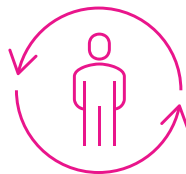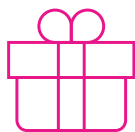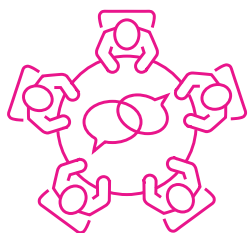
Customer data analysis

Situation:

A client had a vast amount of customer data from their website, CRM and marketing campaigns. Despite having this valuable data, they struggled to extract actionable insights to optimize marketing, improve customer experience, and drive sales. They approached us to help them leverage their data for decision-making and more personalized customer interactions.

Solution:

- Audit the client's various data sources (e.g., scans at industry exhibitions, CRM data, email interaction data, etc.).
- Unify and cleanse the sources to ensure accuracy and consistency.
- Using the integrated data, perform customer segmentation to group customers based on shared characteristics (e.g., purchase history, frequency, average value, engagement level, etc.).
- Identify customers who were most at risk/likely to churn, allowing the company to create retention campaigns targeted specifically at these users.
- Using the insights from the data analysis, craft personalized marketing messages for different customer segments.
- Develop a report, including strategic recommendations to the customer, to summarise all the findings from the research process (customer profiles, churn analysis, marketing recommendations, etc.).

Data-driven videos

Situation:

A client wanted to provide their customers with a more engaging way to understand market trends. Traditional reports were proving to be too cumbersome for clients to interpret, and they needed a more visual and impactful approach to deliver critical insights. They reached out to us to create compelling, data-driven videos that could make market trends data more accessible and actionable.

Solution:

- Design a series of data-driven videos (including animation, etc.) targeted at their main customer categories.

- Share snippets of these videos (including GIFs) on social media for prospect engagement.

- Report back to the client on engagement levels (including which parts of the videos were most compelling to viewers).
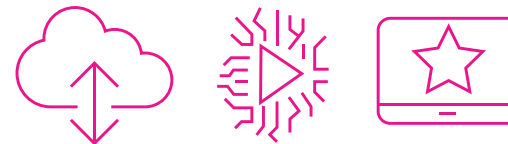
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