

# S.H.E. SURVEY

STUDYING HER EXPERIENCE



## Marketing to Women Research

The 'SHE Survey' (Studying Her Experience) allows you to gather insights about your brand, from an objective audience of female consumers across America. Your survey will receive approximately 300 responses and may include up to 10 questions, including multiple choice, open-ended, rating and/or ranking questions.

### This package includes:

- Marketing to women research from the leader in studying her path-to-purchase
- Questionnaire development support and refining research objectives
- Survey deployment and data analysis
- Post survey presentation to include in-depth review of data, insights and expert recommendations
- Recommendations for marketing opportunities, turning data findings into actionable next steps

### Common survey objectives may include questions pertaining to:

- Brand packaging
- Marketing promotions or upcoming initiatives
- Comparing different marketing ads or creative elements to determine which is most appealing for your advertising initiatives
- Consumer preferences when purchasing products in your brand's category
- Shopper insights, such as what elements are most valuable when choosing your brand over the competition

*"The team at WomenCertified transformed our research objectives into actionable data points for our target consumers. Their presentation to our marketing team was very insightful and provided expert recommendations and considerations for our future marketing strategy."*

*- Ashley G, Manager PR and Influencer Marketing*

**brother**®

## Call for details!

954.922.0846 ext.2 or [kwaldhof@womencertified.com](mailto:kwaldhof@womencertified.com)

