
company overview



research
strategy
communications





Core Competencies

Shenkan & Associates LLC, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace.

Our core competencies in Research, Strategy and Communications enable clients to define, develop and manage the relationships that bridge the gap between the products and services they offer and the customers they serve. We combine our extensive service capabilities with expertise in diverse industries, markets, channels, and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities. The synergy of our approach generates breakthrough solutions that allow clients to realize growth, maximize profitability and capture market leadership.

S&A is made up of a dedicated team of professionals representing a broad range of backgrounds, experience and knowledge. We recruit solutions-oriented, forward-thinking individuals with the talent and foresight to lead both clients and our company into the future. Our passion and vision are clearly exhibited in a proven track record of excellence.

Our People, Culture & Values

Over the years, we have established a best-in-class partner ecosystem made up of a diversity of industry experts and global alliances which greatly enhances our agility and responsiveness for proactively solving clients' most challenging problems and pains. Through ongoing knowledge sharing and collaboration, we are constantly strengthening skill sets, adopting new methods and expanding capabilities.

We continuously reinvent ourselves by exploring new ways of doing business, exploiting innovation and establishing standards to create and leverage the greatest opportunities for clients. Our cutting edge services and capabilities equip clients with actionable solutions that deliver a measurable return on investment and exceed expectations.





Research

With accelerated product/service cycle times and increased competitive pressure, the ability to acquire, translate and enact upon customer insight is crucial to a company's success. Shenkan & Associates LLC provides end-to-end marketing research services that enable clients to formulate actionable solutions based on knowledge gained through capture and analysis of customer data and market intelligence.

Drawing from a highly trained staff, extensive global resources and advanced analytical tools, we offer a wide range of capabilities for the execution of scalable quantitative and/or qualitative research fully customized to address individual project requirements. Our depth and flexibility allow us to select the optimum approach for achieving specific client goals and objectives effectively and efficiently.

Throughout the research process, we ensure clients receive robust, detailed information with:

- ◆ Direct senior staff involvement.
- ◆ Statistically accurate, projectable samples.
- ◆ Survey design with natural flow and logical question progression.
- ◆ High-filtering sampling and recruitment process.
- ◆ Experienced interviewers/facilitators specially trained in rapport building and probing techniques.
- ◆ Quality control checks via pre-testing, follow-up interviews and milestone reviews.
- ◆ In-depth multi-dimensional data analysis.

S&A utilizes the latest technologies and sophisticated analytics to convert research findings into a blueprint providing strategic direction and tactical steps that help clients fully capitalize on new opportunities and secure a distinct competitive edge.



Capabilities

We offer a broad range of expertise for conducting customized research that can stand alone or blended to provide a single snapshot or continuous measurement.



Acceptance/Adoption

Examine attitudes, intentions, behaviors, and key drivers/trends of specific user groups surrounding new and existing products/services.



Customer Satisfaction

Monitor the ability of a company and/or product/service to meet or exceed customer expectations against critical drivers of business success.



Awareness/Purchase Consideration

Gauge familiarity and perceptions of competitive brands and their products/services including specific associations and purchase rationale.



Forecasting & Sizing

Determine TAM/SAM market sizing across industries to identify where high potential opportunities reside and project statistical models.



Competitive Intelligence

Secure proprietary information and insight on competitors, products and/or customers.



Product R&D

Provide customer insight, expertise, and advanced tools for driving design and development of innovative, high-value, and differentiated offerings.



Concept Testing

Test new and/or modified products/services, functionality/capabilities, and positioning/messaging to facilitate effective decision-making and positive business outcomes.



Segmentation

Define geographic, demographic, behavioral, and psychographic dimensions for revealing unique differentiators and traits.





Strategy

In today's world of hyper-change, companies must continually innovate and reinvent not only to remain competitive and profitable but also to survive. With highly advanced analytical and conceptual skill sets, Shenkan & Associates LLC provides the architecture and tools clients need to effectively formulate and implement strategies focused on driving market dominance and leadership in a rapidly evolving climate.

We apply proprietary mapping techniques, planning models and pilot testing that account for each client's culture, structure, core competencies, and resources in order to successfully translate strategy into tactical execution, whether on a corporate, divisional or discipline level. Ongoing management in conjunction with use of relationship linking to portray cause and effect between strategy components and performance, ensures accountability, minimizes risk and allows real-time refinement for continuous improvement.

Our strategies are geared to generating organic growth and new business development for clients by:

- ◆ Identifying ideal positions/vectors from market trends, segment dynamics, purchasing behavior, and/or operational business challenges.
- ◆ Leveraging and exploiting innovation whether disruptive, evolutionary or transformational.
- ◆ Reinventing or inventing markets/competitive space.
- ◆ Constructing new business models and value chains.
- ◆ Building capabilities and competencies.
- ◆ Establishing new ways of doing business.
- ◆ Redefining boundaries and rules of engagement.

S&A harnesses hyper-change to chart strategic paths and definitive, non-linear steps that lead clients to the greatest opportunities and a sustainable competitive advantage.



Capabilities

We deliver expertise in constructing and implementing actionable strategies focused on driving successful and definitive business outcomes.



Brand

Architect and reestablish brands that are differentiated, relevant and credible with today's customers.



Go-To-Market

Implement best-of-breed design and development for identifying and operationalizing strategic positions, exceptional customer experiences, and unparalleled value.



Business Development

Identify high growth opportunities and strategies designed to fully leverage potential for driving long-term value, solidifying relationships and securing sustainable revenue.



Product/Service

Formulate differentiated lifecycle offerings and strategies that address the uniqueness of each stage to fully maximize value and revenue.



Channel Distribution

Expand reach and maximize growth across single or multiple channels for driving optimum partner/program value and profitability.



Sales/Marketing

Utilize/deploy cohesive strategies and intelligence for functional alignment of sales and marketing objectives/activities directed at all process stages in and around the sales funnel.



Communications

Integrate market communications best practices geared towards generating thought leadership, influencing decision-making peering, and commanding interaction/engagement.





Communications

As markets and media channels continue to proliferate and fragment, companies must shed traditional approaches to embrace new ways of cost effectively attracting and retaining customers. Shenkan & Associates LLC combines the latest technological advances with proven methods and best practices in the development of differentiated, customer-centric communications focused on generating thought leadership, influencing decision-makers and motivating sales engagement.

We blend research and strategy competencies in a holistic approach, providing best-in-class programs and campaigns that enhance performance and efficiencies on multiple levels.

Programs and campaigns are individually tailored for full integration to drive higher levels of accountability and performance-based synergies through:

- ◆ Mapping brand positions and strategic messaging for structuring of all marketing components.
- ◆ Creating framework to generate and socialize content topics/storylines.
- ◆ Transferring knowledge via custom reference guides, process steps and best practice protocol.
- ◆ Collaborating and consulting with internal stakeholders and external organizations/agencies.
- ◆ Incorporating a customer-driven platform to define and test creative, keywords, assets, and customer challenges/pain points.
- ◆ Linking definitive goals to performance metric sets and milestones.
- ◆ Utilizing ongoing refinement and improvement processes.

S&A continually reinvents methods and updates practices to leverage change in the development of innovative, captivating communications solutions that propel clients to the forefront of their industry while delivering higher impact and ROI value equations.



Capabilities

Our expertise empowers clients with strategies, tactics, and tools designed to heighten contextual relevancy, industry credibility, pervasive optimization, and viral uplift.



Content Marketing

Implement best-of-breed programs for creating and curating content focused on driving high-value/impact nurturing progressions across the entire customer journey.



Digital Marketing

Engage converged media tactics unifying paid, owned, and earned activities designed to expand channels, extend budgets, and deliver exceptional ROI.



Customer Reference/ Advocacy

Adopt holistic process/program for transitioning traditional reference programs, enabling advocacy to activate and monetizing advocates across all touch points, channels, and business units.



Profiling & Personalization

Apply in-depth profiling of specific segments and individual decision-maker/purchasing types for behavioral targeting of relevant personalized messages, offers, and rewards for real-time engagement.



Channel Marketing

Utilize definitive programs, playbooks, and initiatives for supporting enablement of current and new business development opportunities across portfolios and solutions.



Search Engine Optimization & Marketing

Employ strategic optimization and paid search practices/activities applied to all communications, content, and digital assets to establish/sustain pervasive context and credibility.



Demand Generation

Establish accountable, outcome-based activities geared around thought leadership, content marketing, and brand advocacy best practices.



Social Championing

Activate early demand, amplify reach, and influence engagement utilizing advanced social intelligence and innovative outreach.



Industries & Markets

S&A has expertise in a diverse range of industries and markets. Our knowledge of specific business challenges and trends is derived from direct experience spanning the full value chain in each industry/market. From regulatory issues to channel practices, we recognize the unique nuances and idiosyncrasies to provide clients with stronger orientation for creating value and performance at an accelerated pace.



Consumer Electronics

Audio/Video, Home Automation, TV & Displays



Consumer Goods

Packaged Goods & Services



Education

K-12, Higher Ed, Special Ed



Financial

Banks, Brokerage Firms, Credit Unions, Insurance



Government

Federal, State, Local



Healthcare

Clinics, Hospitals, Labs, Long-term Care Facilities



High Tech

Biometrics, Computing, IT/Managed Services, Software, Telematics



Hospitality

Casinos, Cruise Lines, Hotels, Motels, Resorts



Industrial Manufacturing

MRO, OEM, Private Label



Life Sciences

Biotechnology, Medical Devices, Nutraceutical, Pharmaceutical



Media & Entertainment

Broadcast, Entertainment, Publishing, Printing



Public Safety

Department of Defense, Department of Justice, Law Enforcement, Fire & Emergency, Civil Municipalities



Retail

Mass Merchants, Restaurants/Bars, Convenience Stores



Telecommunications

Cable, Satellite, Wireless, Wireline



Transportation & Logistics

Passenger/Cargo Equipment, Infrastructure, Terminals



Utilities

Electric, Gas, Water

For more information,
please email contactus@shenkan-associates.com
or visit www.shenkan-associates.com.

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