

# FROM KNOWLEDGE TO IDEAS

## Targets

### Who do we aim to serve?

Public and private subjects who need data for decision making and daily operations, to maintain competitiveness, propose a system of offer, interact with their own target proactively, acting on brand reputation and fruitfully nurturing relationships.

Sylla aims at:

Local Territorial authorities, institutions, simple and complex organizations, companies.

## Data

The source and basis for any decision making process, in support of innovation and change.

### Question mark - reason why / What do we want to find out?

We support and design projects of growth, meeting diverse demands.

## Audit & planning

We operate as a smart catalyst of information, capable of working alongside decision makers in the understanding of goals, the planning of analysis methods and the assessment of results.

## Issues

### Research topics

- **Brand** > brand awareness, brand image & corporate image
- **Customer** > experience, loyalty, satisfaction, engagement
- **Society** > basic research, longitudinal and cross-sectional studies, climate surveys, motivational research, political marketing, citizen satisfaction, job satisfaction
- **Competitors** > competitive intelligence, brand positioning

## Data collection

### Sources for data acquisition

- Big Data
- Smart Data
- Small Data
- Data Warehouse
- Data Mining
- CRM & database

## Analytics

### Processing, measurement and learning

- Data modeling
- Simulation modeling
- Digital analytics
- Dashboarding

## Marketing strategy & action research

### Decision making / Target / Positioning / Information discovery

We promote a new usage of research and marketing intelligence inside institutional and corporate contexts, by turning information into essential knowledge for shared, effective and conscious strategies and decisions.

## Education

- **Insight** > competitive insight, market insight, consumer insight
- **Data driven innovation**
- **Learning organization**

Research outputs become sources of learning and content generators.

## Tag & contents

- **Customer Journey**
- **Business development**
- **Market needs**
- **Lifetime value management**

We bring the value of knowledge into your strategy.

## Data visualization

### Data and stories: communication in research

- **info-graphics**
- **storytelling of data**
- **narrations**

Results are much more solid and usable: apart from providing information they become a tool for communication to share and talk about oneself in multi-channel contexts.

## Toolkit

### Tools and methods

- Survey
- Content analysis
- Meta-analysis
- Qualitative research
- Visual research
- Mixed methods

## Analysis

### The interpretation of data

- Descriptive
- Explicative
- Evaluative
- Predictive

## Communication

### Who/ What / When / Where / Why

A well-thought out and researched communication requires structured marketing answers.

- **Identity & relationship**
- **Image & design**

Research is a planning driver, to trigger a two-way process :

listen and communicate <-> communicate and listen

## Cluster

Classify, profile and map targets according to:

- **opinions, attitudes, motivations**
- **behaviors and aptitudes**
- **life styles**
- **trends**
- **values**

## Audience

### What do we relate to?

Environments, spaces and non-places, tribes, think tanks, communities, web & social media