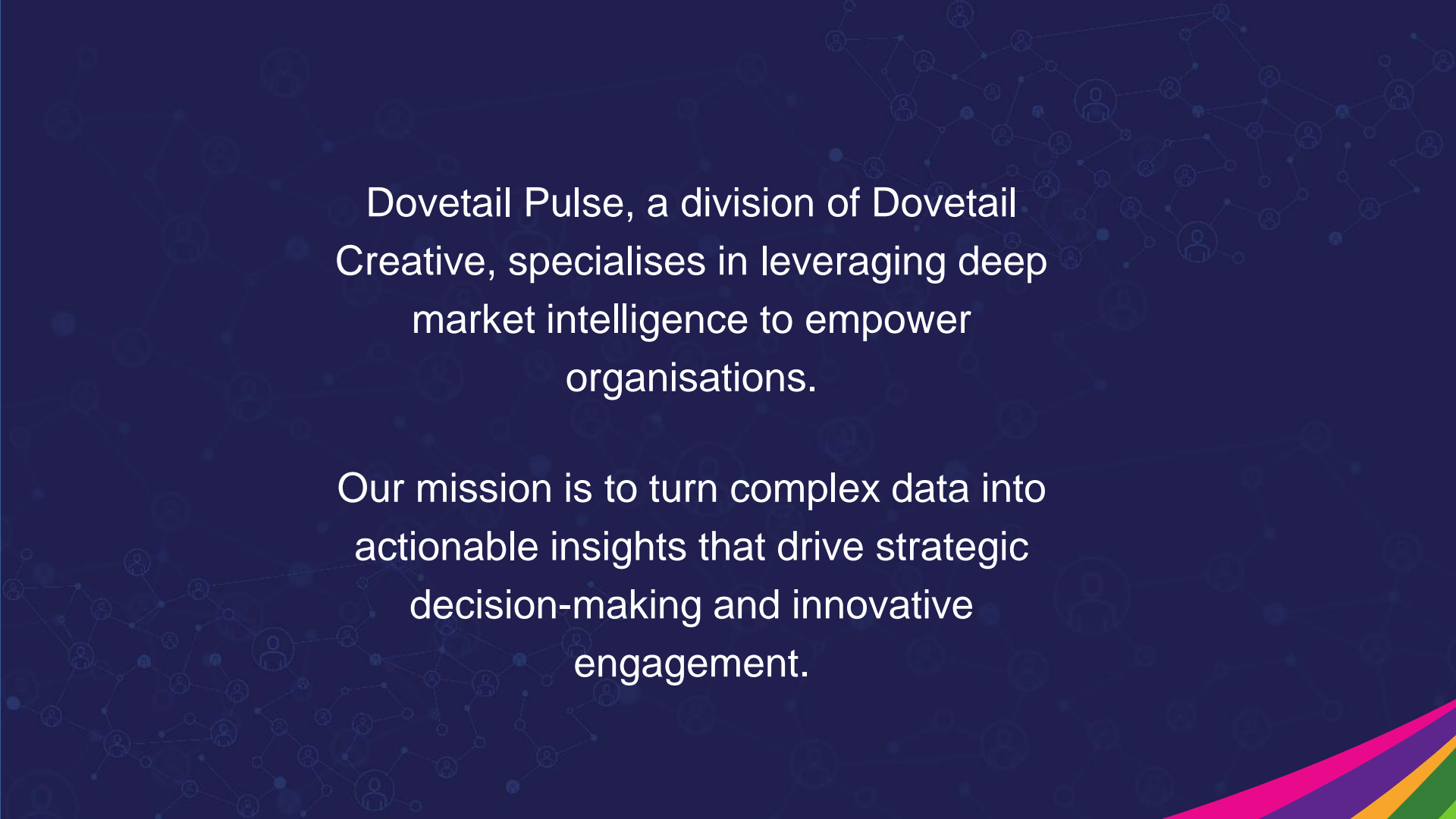


DOVETAIL PULSE




Transforming Insights to Empower Your Organisation with
Data-Driven Decision-Making and Dynamic Engagement

A dark blue background with a faint, light blue network diagram consisting of interconnected nodes and lines, some of which are stylized as human figures. The nodes are scattered across the frame, with a higher density in the upper right and lower left corners.

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.

A decorative graphic element in the bottom right corner, consisting of a diagonal bar with a gradient of colors: pink, purple, yellow, and green.

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 during the first half 2024.
- ◆ **Poor results:** According to [Forbes](#), the top challenge facing 45% of marketers this year is attracting quality leads with content.

82%

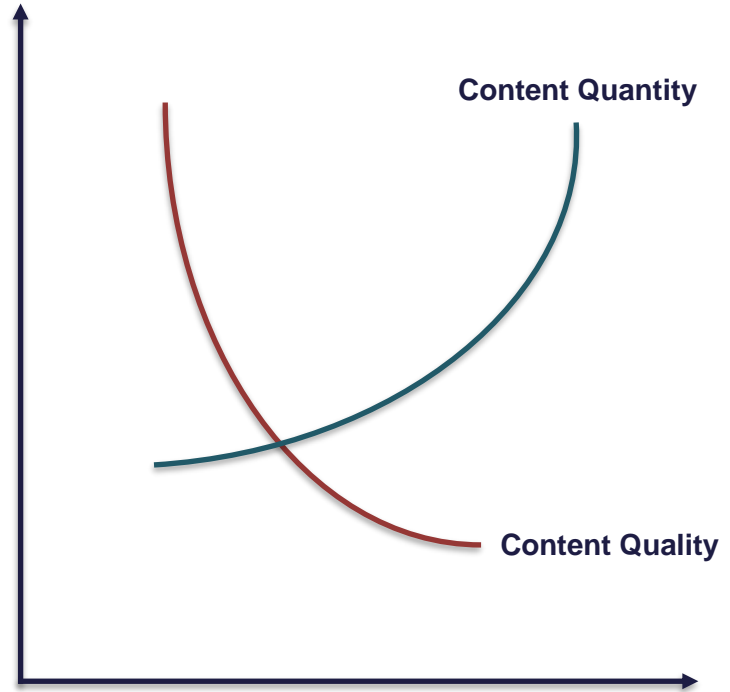
Marketers using AI reported an increase in content output

45%

Marketers struggling to attract quality leads with content

New era, new challenges for marketers

- ◆ The rise of AI poses additional challenges 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 is likely to perform poorly in search rankings.



The value of research and data in content 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.
- ◆ [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.



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

**B2B DIGITAL MARKETING IN 2024
Report by Human Digital**

A radical shift in content marketing is happening

- ◆ We are witnessing a radical shift in content marketing strategy to address the new challenges of the digital age.
- ◆ Marketers are moving away from traditional content 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) that marketers need 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.

A radical shift in content marketing is happening

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



What sets Dovetail Pulse apart?

- ◆ **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?

This is completely understandable. However, 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...

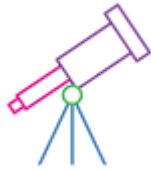
How can Dovetail Pulse help you and your organisation?



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

◆ 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.

The questions we help you answer - Engage

◆ 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.

The questions we help you answer - Lead

◆ 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** and final step in a customer relationship.

Case study: Thought leadership

- ◆ **Situation:** Customer X approaches us about creating an original, research-backed content piece on topic Y. They want to be seen as thought leaders in Y but are not sure how go about it. They would like 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:** After having discussed with X the objectives of the research, we proceed with the following steps:
 - Plan the end-to-end research process with the customer, including creation, distribution, content gating etc.
 - Create a survey on Y, using our skills and survey design software after a consultation with the customer.

Case study: Thought leadership

◆ Solution (continued):

- Distribute the survey to our customer's clients and prospects and analyse the results.
- Using our hybrid publishing technology, develop a long-form research report based on the results (this is to be distributed both statically and interactively to the relevant audiences).
- We atomise the long-form research report in smaller content assets to be used for promotion and reinforce the thought leadership message. These include topical infographics and data-driven videos to be used on various social media platforms.
- X feedbacks on the results and we have an additional consultation to establish whether additional efforts are required.

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