



---

# THINKNOW

SIX MONTH CASE STUDY

---





## SOAR SYSTEM

In April 2019, we took ThinkNow through our intensive, two-day **SOAR System** onboarding process. Out came five highly-developed buyer personas and an organized strategy designed to target their ideal clients. Since then, ThinkNow has been able to create meaningful, engaging content with a clear audience in mind, seeing increases in overall web performance.







As a company with several different client types, it was critical for us to clearly define our personas. With the SOAR System we were able to accomplish that. Prior to using SOAR, we were creating content that we hoped would reach our desired audiences. Now, we have a concrete content calendar and strategy in place that not only helps us reach our ideal clients, but has significantly increased our web performance in under 6 months.

**MARIO CARRASCO**  
CO-FOUNDER & PRINCIPAL  
THINKNOW





As an already well-established MR firm leading the way in multicultural research and Hispanic panels, ThinkNow wanted to organize its digital marketing efforts and refine its ideal client types. With founders, Mario and Roy, already being proficient writers and thought leaders in the multicultural MR field, the content was there. What they required was a **system that would help align their content with strategy.**

As the firm grew over the last nine years, expanding its services to both the private and public sectors, their client type did as well. Though they already had an established blog, ThinkNow wanted to develop more targeted content to attract higher quality leads and continue driving brand awareness. To us, this meant one thing - we needed to **uncover their ideal clients** and focus our efforts on **building a strategy around their buyer personas.**

RATEGY  
RATEGY  
RATEGY  
RATEGY  
RATEGY  
RATEGY





What happens when you stick two multicultural research experts in a 10x10 room with a leader in market research marketing and fuel them up on Nespresso and empanadas?

### Marketing Magic Mayhem!

Our plan was to collaborate with the ThinkNow team to understand and flesh out the real life clients they serve day in and day out. We brought our ability to probe and think critically about what makes an ideal client, while they brought their deep knowledge of the market research industry, client needs and brand capacities. The result was two days of intense conversations, questions, analysis and a building out of buyer personas and topic clusters to form the basis for strategic structure. With the foundation built, we designed a customized plan focused on reaching the right types of clients at the right stage in their buyer's journey.



# MAYHEM





**WEB  
SESSIONS**

↑ 7.9%

**ORGANIC  
TRAFFIC**

↑ 16.7%

**TIME ON  
PAGE**

↑ 1m 12s

After implementing the SOAR system and developing content around their five ideal buyer personas, in six months ThinkNow saw the following results:

**SOCIAL  
FOLLOWERS**

↑ 3.5%

**SOCIAL  
ENGAGEMENT**

↑ 108.2%

**SESSIONS  
DRIVEN BY  
SOCIAL**

↑ 198%





Ready to experience these  
gains for your business?

**WE'RE READY TO HELP.**

Visit [littlebirdmarketing.com/soar-system](https://littlebirdmarketing.com/soar-system)  
and book your 45-minute consultation today.