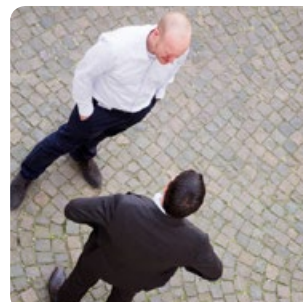
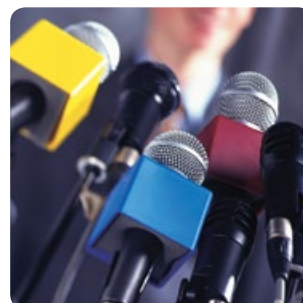


change is our business

flow
consulting



Marketing & Research



Contact

www.flow.de/en/kontakt/

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A breath of fresh air for your marketing

Do you wish to revise your marketing strategy or to start an efficient new campaign?

Do you intend to accompany a change project in a communicative and effective way?

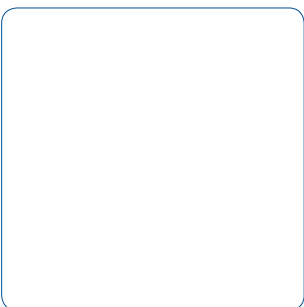
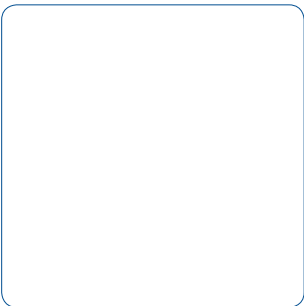
Do you need professional support to plan and carry out employee or customer surveys?

We will offer you our know-how and our longstanding professional experience, for example, to

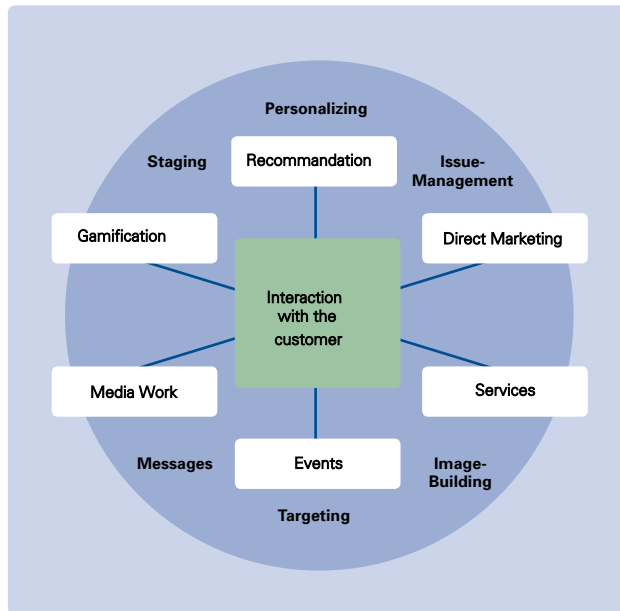


- develop a marketing strategy
- plan and carry out marketing campaigns
- carry out field analyses, customer surveys
- and also employee surveys
- review and revise texts, speeches, press releases, and online content
- accompany your change projects in a communicative way
- run writing workshops

During all these activities, we constantly amplify and complete our knowledge concerning marketing topics due to our collaboration with ad agencies and journalists. On request, we will offer you our full service – from planning to implementing.



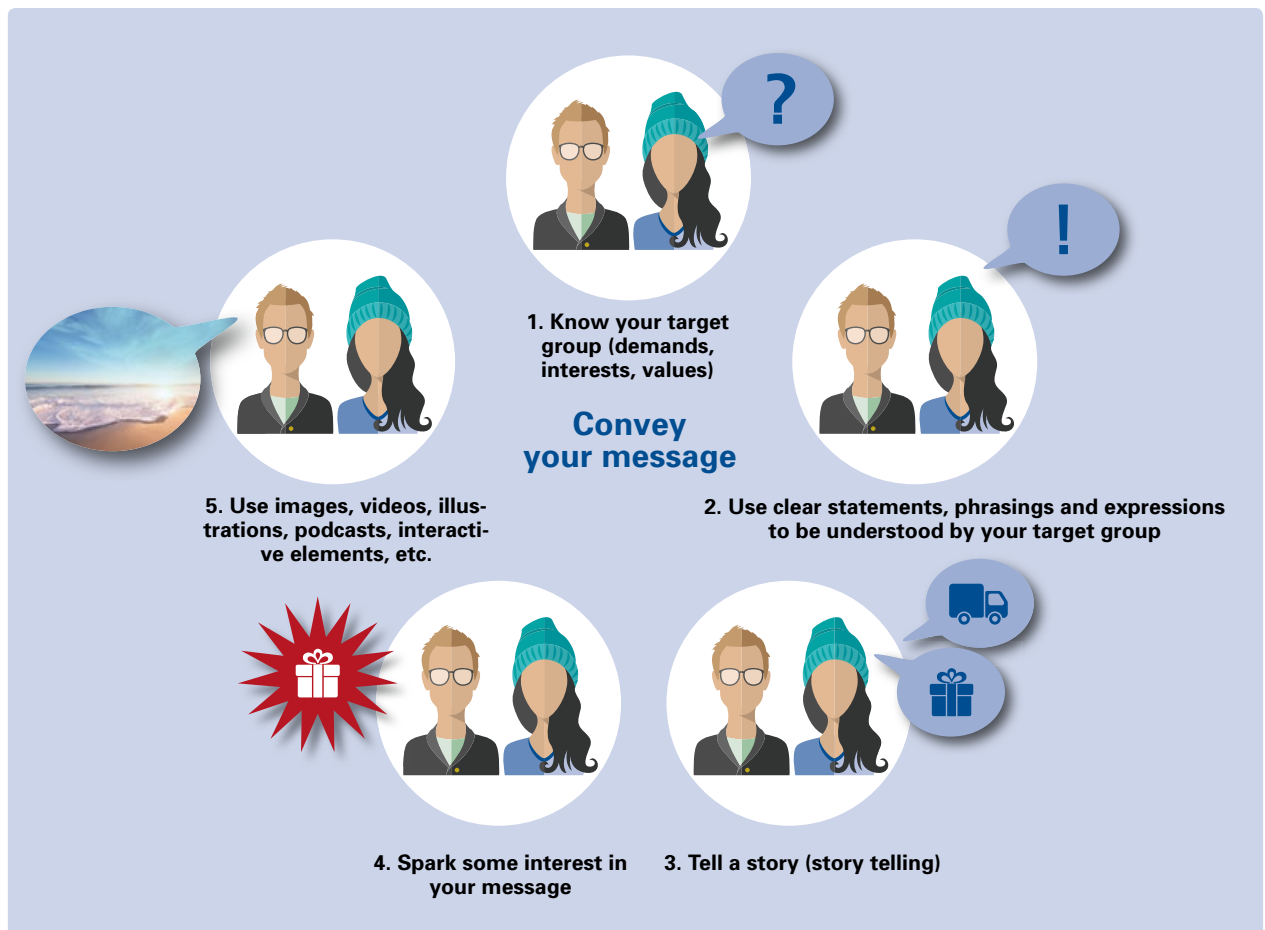
Campaigning: Elements for planning successful campaigns



flow research: blended approach

Qualitative research	Quantitative research
Open approach	Standardised measurements
Discovery of unknown facts	Gain of quantifiable results
Comprehension of meanings	Data collection
Open posing of questions	Closed posing of questions
In-depth analysis of isolated incidents	Statistical evaluation of a large number of cases

Five basics for texts to convey your message



Our research activities are multifaceted but always precise: For example, accomplishing an employee survey to check the business culture or the success of a change project. Or implementing a customer monitoring to ensure a more precise adaptation of the marketing activities to the demands of your target group.

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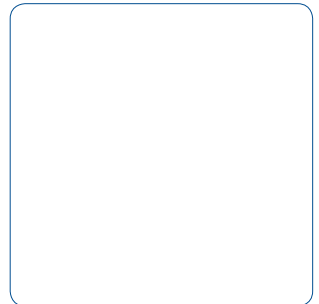
Concerning your marketing activities, we will support you to develop the appropriate strategy or to plan a professional sales campaign. On request, we will offer you our full service which includes our collaboration with external copywriters, journalists, and media agencies.

Have a look at our flow news blog:
<https://www.flow.de/en/news/>

Here you will find latest news of flow consulting, project reports and interesting tools – all about the world of HR Management, Leadership and Change Management.

You like to know more? Contact us!

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