The value of your contribution extends beyond sending out campaigns to generate awareness about your products. You’re responsible for activating the brand vision, raising the digital maturity of your marketing organization, placing the right bets on emerging digital and mobile touchpoints, and moving your customers through the life cycle — from helping them discover your brand to engaging with loyal customers. You must balance these initiatives and many others, all while staying ahead of trends, keeping your customers happy, and proving your results.

**Research-Based Consulting To Guide Your Critical Initiatives**

Working with thousands of your peers worldwide enables us to identify common challenges that marketing leadership professionals are facing and to develop solutions based on our rigorous, objective methodologies. The thoughtful application of our research and best practices to your specific initiative means that our consulting services are the most personalized way to engage with Forrester.

Consulting is grounded in our Playbook framework of integrated research reports, tools, and templates. Playbook-driven engagements provide guidance for each phase of your challenge — from discovering the underlying business opportunity to optimizing the results.

**PROJECT CONSULTING**

Not all challenges can be resolved in a day. Using our Playbook research framework, we’ll design a custom engagement that delivers relevant, targeted guidance throughout the most crucial junctures in your initiative.

**ADVISORY SESSIONS**

Internalize best practices during these high-impact sessions with Forrester analysts. Advisory typically focuses our resources on one of the four Playbook phases: Discover, Plan, Act, or Optimize.

**WORKSHOPS**

These one- or two-day intensive sessions are conducted by Forrester analysts. Depending on the Playbook phase you’ve reached, workshops can help you educate stakeholders, build consensus and justify investments, or sharpen your team’s knowledge and skill set.

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Forrester’s Consulting Services for Marketing Leadership Professionals include the following, each of which can be modified for delivery as advisory sessions or workshops, or assembled into longer, more complex projects and programs:

**Assess Your Current Marketing Program.** Forrester evaluates your company’s current marketing efforts against established best practices for spend, resources, and channel activities. In addition, we benchmark your capabilities or performance against competitors. Forrester provides recommendations for improvement, as well as help with determining the right investments to drive the maturity of your marketing practices and organization.

**Select Vendors And Partners.** Employ Forrester’s rigorous, unbiased methodologies for selecting, re-evaluating, and tiering your marketing partners, such as digital marketing agencies, email partners, search partners, mobile partners, data management platforms, social media partners, and most other types of third-party partner. Our analysts help you align your firm’s business objectives and requirements with the strategies, capabilities, and skills of current and future partners, enabling you to manage a relevant ecosystem of partners to meet your strategic and operational needs.

**Develop Audience-Centric Marketing Strategies.** Forrester can help you create marketing strategies to win, serve and retain customers. Our research-based frameworks help determine the most effective messaging and channel strategies for your customers’ needs and behaviors, as well as your business objectives. The results will provide you with short-, medium-, and long-term recommendations for satisfying consumers’ changing expectations.

**The Forrester Consulting Difference**

**FASTER, BETTER DECISIONS**

Forrester’s consultants are equipped with knowledge and perspectives drawn from our extensive body of research, allowing us to quickly and efficiently develop recommendations tailored to your situation.

**DEEP EXPERTISE**

Forrester consultants partner with our analysts to leverage the full breadth and depth of our world-class research and proprietary data.

**OBJECTIVE ADVICE**

Forrester remains independent of any technology bias or vendor influence. We provide an essential external viewpoint that may challenge popular opinion within your business or industry.

**For More Information**

To learn how Forrester’s Consulting Services can inform and guide your decisions, please contact your account manager or email our team at consulting@forrester.com.