

# An all-in-one thought leadership service

EXPERT **RESEARCH** · ENGAGING **CONTENT** · DYNAMIC **PR & COMMS**

## In a nutshell

We help fuel your sales pipeline by creating robust thought leadership research that gets media traction, differentiates you from the crowd, and helps generate qualified sales leads.

## What is thought leadership?






The process of positioning your brand as an industry expert with the goal of providing valuable insights to guide, influence and inspire your sector's growth.

## Why consider it?

Publishing thought leadership research is a proven content marketing strategy to help you get media exposure to supercharge your brand equity and win new business.



## What are the benefits?

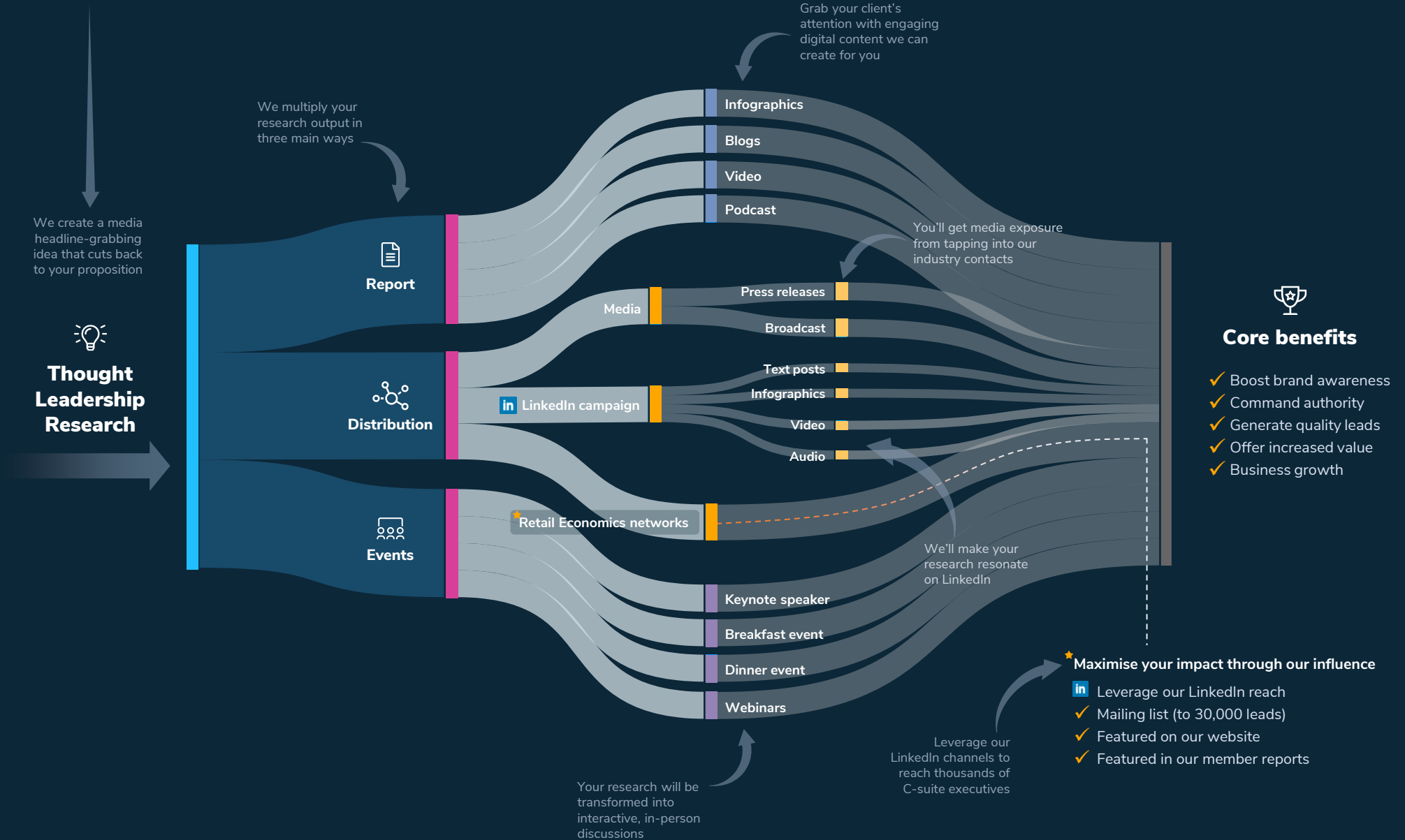
-  Be seen as a thought leader
-  Supercharge your brand awareness
-  Get media coverage & campaign support
-  Fuel your sales pipeline with quality leads
-  Win new business!



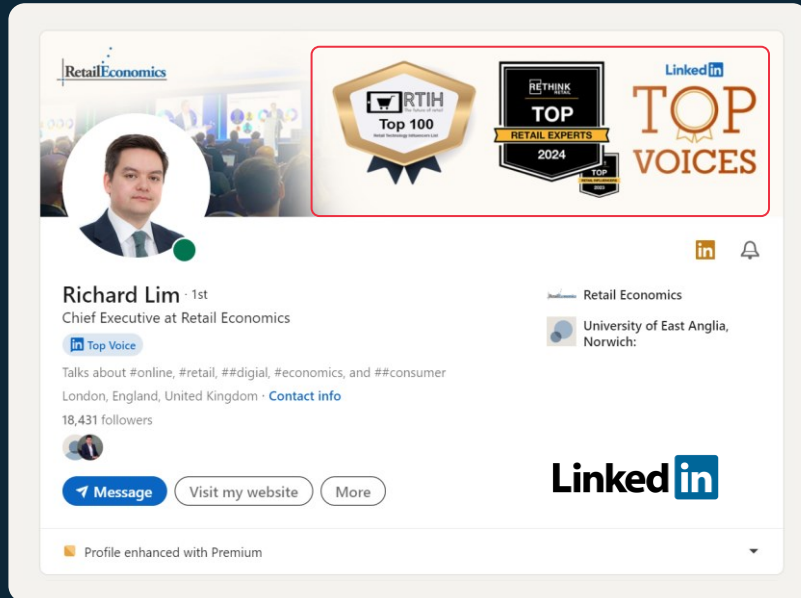
# Get Maximum Return On Investment

We amplify your research output into multiple content streams to maximise your impact

## SEE HOW IT WORKS !



# Leverage our LinkedIn channels to maximise impact



**Richard Lim** · 1st  
Chief Executive at Retail Economics

Talks about #online, #retail, ##digital, #economics, and ##consumer  
London, England, United Kingdom · [Contact info](#)

18,431 followers

[Message](#) [Visit my website](#) [More](#)

Profile enhanced with Premium

  
Highly credible

  
Event promotion



## Top performing posts ?

Based on impressions gained in the past 365 days


Richard Lim posted this · 6mo



   637

51 comments

▲ 97,145 Impressions

  
Significant reach

  
Quality exposure

## Top demographics ?

Job titles ▾

Managing Director · 933

Chief Executive Officer · 827

Founder · 783

Business Development Manager · 721

Co-Founder · 687

# Some of our work

## Case study

**Client:** Grant Thornton

**Challenge:** Achieve widespread media exposure for the Grant Thornton brand, demonstrating its authoritative understanding on consumer cut back behaviour to position it to current and potential clients to win new business.

**Solution:** Publish engaging research with valuable industry insights & provide launch campaign support with press releases & social content.

**Media coverage:** 33 pieces: 10 nationals, 9 regional, 14 consumer & trade



## Just some of our projects

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SQUIRE  
PATTON BOGGS



“Retail Economics provides insightful analysis which is important for our business to understand and help us to make informed decisions.



“ Their research helps put into context the volatile economic environment and how this is likely to impact consumers going forward which adds significant value to our business.



“ They provide us with the latest data enabling us to understand what's impacting customer behaviour.



Don't wait for opportunities...  
**Create them**

**Call us**

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**Book a call**

Friendly chat with us

**Email us**

info@retaileconomics.co.uk

**Visit our website**

www.retaileconomics.co.uk

