



# Consulting Services: Needs Analysis

**In the fast-moving world of email marketing, opportunities can arise quickly – and disappear just as fast. Needs Analysis helps marketers see them and seize them.**

Boomerang's Needs Analysis is a formal planning process that brings client marketers and a Boomerang consultant.

Working as a team they first identify the client's critical email and online marketing needs. Then they work together with Boomerang experts to develop a comprehensive plan to meet them.

Boomerang experts bring both competitive insight and best practices to the process, expertise that can open up entirely new areas of opportunity for the client.

Needs Analysis is a versatile tool with many uses. It can help online marketers:

- Develop innovative strategies that set them apart from their competition
- Pinpoint new online business opportunities, and
- Improve results from existing marketing campaigns.

Clients have realized significant benefits by using our Needs Analysis. Working with one enterprise client, for example, we designed a custom solution that not only prevents over-mailing, but uses propensity-to-buy data to automatically put the most relevant offer in front of every customer.

The client can now improve both their marketing process and their campaign results in a significant way. And it all started with a Needs Analysis.

## Roadmap for Success

A Needs Analysis takes place in three phases: planning, analysis and recommendations.

### *Phase 1: The Planning Session*

A Needs Analysis begins with a structured planning session led by a Boomerang consultant.

The Boomerang consultant works closely with the marketing executive who sponsors the planning session to develop the meeting objectives and to select the right participants.


Participants can include client personnel and other significant stakeholders, e.g., the client's advertising agency.

To facilitate the session, pre-planning work is done with the client in the month prior to holding it. During this period, the Boomerang consultant works with the client to gather the necessary information, using a combination of interviews and special pre-planning questionnaires.

The consultant uses the pre-planning period to develop a deeper understanding of the client environment and to identify topics and issues to be addressed during the planning session.

The planning session typically takes place over two or three days. The Boomerang consultant leads the session and ensures that both opportunities and issues are fully explored.

Afterwards, the consultant documents the session results and reviews it with the executive sponsor and her team. This completes the first phase of the Needs Analysis.



Needs Analysis is a proven way to help you figure out where you want to go and how to get there.

### *Phase 2: Opportunity Analysis*

During the second phase, Opportunity Analysis, the Boomerang consultant leads a Boomerang team in a formal evaluation of the needs and issues discovered during the planning session. The team then proceeds to explore potential ways to address them.

In developing alternatives, the consultant calls upon Boomerang experts in a variety of disciplines. He also has access to other resources, such as our extensive knowledge base of email best practices. And he can consult industry-specific resources to help evaluate different program or solution designs.

Each alternative is thoroughly evaluated and ranked based on its applicability, effectiveness and feasibility.

Based on this work, the consultant develops the final client recommendations and then formally reviews them with his Boomerang analysis team. Once the recommendations are accepted, the consultant is ready to proceed to the final phase of the Needs Analysis.

### *Phase 3: The Needs Analysis Report*

The consultant delivers the recommendations to the client team in a formal presentation. At that time, he also presents the Needs Analysis Report to them.

This report is the final Needs Analysis deliverable. It presents the recommendations in more detail. And it presents them within the context of the Analysis objectives and the client environment.

The report typically includes a discussion of the alternative solutions that were considered during the Analysis Phase and the rationale for the recommendations that were made.

Depending on the purpose of the Needs Analysis, the report may also include a detailed implementation plan that provides a step-by-step guide for implementing the recommendations.

In short, the Needs Analysis Report becomes a roadmap for success.

### **Implementation**

After the Needs Analysis is completed, Boomerang is typically engaged by the client to help implement the recommendations.

We can work with a client in a variety of ways to accomplish this.

For example, we can serve as an advisor to the implementation team. In this role, our consultant meets periodically with the team and advises them in their work.

Boomerang can also play a more active role in managing the project. We can assign a project manager to work with the client implementation team.

Our project manager works closely with the client's project leader and the project team to first develop a project plan based on the recommendations. Then she works with the team day by day to execute the plan.

Whichever role best fits the situation, we are committed to working with the client as a partner to ensure that the Needs Analysis is a success and that the client receives the full benefits from it.

### **Benefits**

Boomerang's Needs Analysis service helps make clients more successful in their email and online marketing.

Our experienced consultants and proven Needs Analysis methodology give clients the answers they need and a well-considered, implementable plan to achieve their objectives.

The Boomerang Needs Analysis: How you're going to get where you want to go.