



**MAXIMIZED
MARKET-ENTRY
ROI**

250+

**CONNECTIONS
MADE**

30+

**WARM LEADS
ESTABLISHED**



CASE STUDY: MARKET RESEARCH SUCCESS

Established and ambitious construction firm sought to expand into new markets across the United States. The company needed support in garnering strategic market insights to support its decision making, engaging market influencers to help drive brand awareness, and building a foundational network of leads in each metro area.

THE PROBLEM: LIMITED INSIGHT FOR FUTURE GROWTH

The company identified two prospective metropolitan areas to scale its operations and revenue potential. However, leadership lacked clarity on which market offered the greatest opportunity and why. They also lacked clarity on the appropriate approach and timing due to limited familiarity with market-specific dynamics, construction and building trends, key market influencers, and relevant best practices and government regulations.

AT A GLANCE

Challenges

- Lack of decision making clarity on approach and timing
- Need for greater insight on market characteristics and influencers
- Lack of brand awareness in market
- No foundational network of leads

Impact

- Confident decision making on market opportunities
- Clarity of competitive advantages for the firm
- Database of industry contacts and pipeline of leads
- Decision-making support for direction setting and market penetration strategy
- Repository of valuable secondary research



We were very pleased with the work that the MindSalt team did. The data they were able to collect and analyze made an impact. We were able to make key strategic resource allocation decisions and avoid wasted time and resources as a result.

-President



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CASE STUDY: MARKET RESEARCH SUCCESS *Continued*

SOLUTIONS: MULTI-FACETED KNOWLEDGE BUILDING APPROACH

Uncovered Market and Industry Trends

Gathered and analyzed relevant local and national industry reports and market data related to construction and general contracting to build foundational understanding of industry past, current, and future performance.

Connected with Industry Experts and Leaders

Identified and spoke with experts and leaders in general contracting, commercial real estate, community and economic development, government, and academia to understand local business dynamics and uncover potential leads to pursue.

Developed contact database, then amassed and tracked interactions with all contacts throughout research and business development efforts to establish a foundational pipeline in each of the targeted markets.

IMPACT: POISED FOR SUCCESSFUL EXPANSION AND MARKET PENETRATION

Industry and Market Understanding

Leadership is informed on key industry and market trends and norms to make confident decisions on market penetration and business development approach.

Brand Awareness

Wide array of local business, academic, and government leaders are aware of the brand, the company's story, and how the firm is distinctive in the market.

Business Development Head Start

Sales team has a foundational database of contacts across multiple areas of work with status and relevant information to guide approach and broker introductions.



The team's effort in networking and introducing our company to this new market on our behalf made the transition and work of our operations lead much easier. In essence, MindSalt became an extension of our business development team. I would not hesitate to recommend or use the MindSalt team again for this kind of work.

-President