



Start the new year off right.

Featured Blog:
How to Socialize Research Within Your Organization

By: [Brian Fletcher](#)

If we as insights professionals do not find new and creative ways to broaden and deepen the knowledge base throughout our organizations then we're going to fail in what I believe our primary role is - "help reduce risk via improved decision-making."

In this blog Insights in Marketing shares 5 ideas for how you can begin to "socialize" your insights helping to ensure your marketing partners are equipped with what they need to know when it comes time to make a decision.

Read full blog [here](#).



Featured Resource:
'Getting Women to Buy' eBook Highlights 5 Tips for Taking Action in the New Year

By: [Tinesha Craig](#)

From Insights in Marketing's latest eBook, here are 3 key takeaways that you should keep in mind to market effectively to women in the new year:

- Start and End with 'Her' - Use our [5 psychological profiles of US women](#) to really identify what makes her tick.
- Avoid Being Overly Reliant on Demographics - Without a strong, deep definition of the target audience and her motivations, your marketing will not be optimized
- Focus on Understanding Habits, Values & Personality - These are what really motivate her behavior.

For 2 more tips and a ton of great information on what really makes women tick today and how to elevate your marketing to her, download our latest eBook [here](#).



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Holiday Wishes from IIM

'Getting Women to Buy' eBook Highlights 5 Tips for Taking Action in the New Year

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Happy Holidays from the Insights in Marketing team!

Consumer Trend & Insight Tracking:

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[10 Trends That Will Shape Consumer Mindset and Behavior in 2014](#)



[Most-Loved Retail Brands 2013](#)



['Webrooming' Beats 'Showrooming' This Holiday Season](#)

