

Research That Gets You Noticed

Make Content Your Priority

Having the right research no longer is an option in today's information-rich economy. Your customers and clients demand that you keep your content fresh and relevant. Content First will work as your ally to fulfill your research needs, freeing you to focus on your core business. Making content a priority will keep you ahead of the competition.

Research That Gets You Noticed

Good data, well-presented, have enormous power to persuade, inform, and educate. Content First will arm you with accessible research products that allow you to:

- Influence policymakers
- Enhance your visibility and credibility
- Gain a competitive advantage
- Improve your web presence
- Make informed business decisions

Our Products Get Results

Our unique process of melding research and analysis with presentation and communication translates into polished products that our clients can leverage to advance their goals. Not sure of what you need? Tell us your mission and goals, and we will work with you to develop tangible products to further your objectives. Some examples of past products include:

- Industry Reports
- Economic Studies
- Public Policy Reports
- Market Research
- Competitive Intelligence
- International Market Analyses

Increase Your Visibility

After collaborating with you to identify your needs, we will create targeted products and services that can be used to execute a comprehensive communications strategy that produces results.

Whether you need visibility in the press or credibility with policymakers, our products get you noticed. Many of our clients are regularly cited in national newspapers, trade journals, and broadcast media.

We Bring Data to Life

Your competitive advantage improves dramatically when you have the right research. Content is key, whether you're making strategic business decisions, building your reputation, or advocating an issue.

Content First is a full-service research firm based in Washington, DC. We provide research services to trade associations, businesses, law firms, consulting firms, and the public affairs community. Our tailored products and services allow you to:

- Make informed business decisions
- Enhance your visibility and credibility
- Influence policymakers

Content First delivers tangible products saving you time and money, allowing you the freedom to focus on your mission.

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Case Study:

A National Association Seeks Visibility and New Members

An association sought to increase its visibility and reputation through products and services that also would benefit their membership attraction and retention efforts. After assessing their needs, we developed a series of reports highlighting the economic importance of their industry. These reports, coupled with a comprehensive public relations plan, elevated the association as the authoritative source on its industry. In addition to earning enormous press coverage, the reports also served to increase membership.

research analysis presentation communication



Specialized State Reports Bolster Grassroots

In today's fast-paced legislative environment, both state and federal policymakers are hungry for data to make informed decisions. Do you have state-level data to make your case? Content First specializes in developing and delivering state and local reports. Our clients use these reports to educate and influence elected officials at all levels of government.

Distilling Research To Its Essence

Are you bombarded with too much information, yet can't find what you really need? Finding what you need can be daunting. Our experienced staff regularly navigates the bureaucratic labyrinth of Washington. For one client, Content First compiled data from a dizzying array of city, state, and federal agencies into one easy-to-understand report.



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