

Content and Communication Audit. Step into the mind of your readers and visitors. learn what they really need and want.



As a provider of information to your stakeholder group, it's good to have their feedback on the how and what: How do you access and look for information and what do you look for? What's important to you that helps you do your job and manage your business?

A Communication and Content Audit steps into the heart of this conversation. It's a survey that the Readex team works with you to develop, typically getting into such subjects as: channels stakeholders use regularly, types of information your subscribers find most useful, readership and use of your flagship publication, suggestions for content topics and more.

You'll be able to use the information from the Audit to fine tune your offerings. In today's fast-paced age, we all need to make sure our readers and visitors get what they want and how they want it.

Please contact Mike Zeman, Director of Sales-Custom Surveys for more information about how a Content and Communication Audit might work for you and your team: mzeman@readexresearch.com 651.439.8297

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