

Research Expertise

“Every day we do a vast diversity of work to fight, not only for better education, but also for a better future for all of our children and every day we count on Strategic Communications. Without them we wouldn't be able to do the work we do. If anyone understands the diverse needs of groups like the ETT, it's the expert staff at Stratcom.”

Martin Long

Elementary Teachers of
Toronto

At Stratcom, we have a proven research department that we rely upon to develop benchmark research, as well as to test new ideas and concepts. We have the capacity to develop and implement both quantitative and qualitative research studies and more importantly the expertise to interpret the results and provide strategic advice.

Our team is experienced in developing and implementing the following research methodologies:

- ▶ Literature reviews and contextual analysis
- ▶ Key informant interviews
- ▶ Focus groups
- ▶ Online surveys (Stratcom's Online Monitor)
- ▶ Polling (online, live caller and automated phone polling)

Stratcom combines its experience as non-profit fundraisers with its sophisticated advanced methodology to design, conduct and interpret research that guides communications, campaigns and fundraising strategies.

Solid opinion research is a sophisticated tool that will sharpen your strategy and your communications efforts. We can help you navigate this demanding field and get results.

Stratcom brings together nearly two decades of marketing and public affairs experience with a full-service opinion research team.

- ▶ Test the assumptions underlying your campaigns or fundraising strategy
- ▶ Understand prevailing public opinion
- ▶ Hone themes and messages that work for your target audience
- ▶ Find out what factors move the public, or bring your supporters solidly behind your program
- ▶ Uncover your supporters' motivations and what they care about most
- ▶ Understand the real dynamics of donor support
- ▶ Improve the specific communications tools you are using to reach your target audiences

About Us

Strategic Communications Inc. (Stratcom) is an innovative Canadian consulting firm founded in 1991. Stratcom specializes in services to enhance the effectiveness of Canada's NGOs and unions, offering services in the fields of opinion research, communications, and campaign strategy.

We have full-service offices in Toronto, Vancouver, Ottawa, London and over 20 years of experience as a key Canadian leader and innovator in communication techniques for the non-profit and political sectors.

www.stratcom.ca

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