



POLYMATH RESEARCH + MARKETING

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New Firm Promises Fresh Approach To Marketing, Content, And Research

Polymath Research + Marketing Launches With Website, Social

PLOVER, Wis., July 18, 2018 – Promising a holistic approach that unites market research, content, and customer experience, award-winning researcher, writer, and marketer Kit Kiefer today announced the launching of his new firm, Polymath Research + Marketing (PRM).

Unlike traditional marketing firms that rely on an in-house staff or costly external resources, Kiefer’s new firm relies on the strengths of a researcher trusted by Wall Street brokerage houses, a writer for some of the world’s top publications, and the creator of award-winning multimedia content ... who happen to be the same person.

“It shouldn’t be seen as a detriment for one person to have a lot of high-level experience in multiple disciplines,” Kiefer says. “Having a variety of capabilities helps PRM see the whole picture and prescribe and implement solutions that cut across silos and bring together lots of different types of data.”

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PRM specializes in taking a 360-degree view of customer experience, fusing and normalizing such disparate data as CSAT metrics, SEO reporting, and social-media utilization. The firm also uses predictive modeling to help businesses identify and appeal to their best prospects.

While PRM initially plans to focus on the insurance industry, Kiefer believes that most businesses and verticals can benefit from the PRM approach.

“It’s really a different way of looking at marketing – holistically, and from the customer’s standpoint,” Kiefer says. “Businesses know more about themselves than they think they do. It’s a matter of bringing everything together and using it to make an organization better at what they do – which in the end is making their customers happy.”

For more information on Polymath Research + Marketing, its capabilities and philosophy, visit www.polymathpower.com, follow PRM on Twitter, Facebook, or LinkedIn, or contact Kiefer directly at kkiefer@polymathpower.com.

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