



How Wrike uses market research to create viral content that engages customers

When a company wants to go **beyond the listicle** to become a **real thought leader**, market research can help create **highly viral, relevant content**.

The Wrike logo, featuring the word "Wrike" in a bold, sans-serif font. The letter "i" is stylized with a green checkmark above it.

2

Days to collect surveys

1,120

Completed responses

100+

Pieces of media coverage

THE CHALLENGE

Creating fresh content to stand out in a crowded internet

Creating content that's **relevant to customers and attracts leads** is crucial for software companies looking to stand out in a crowded internet.

Work management platform Wrike uses blog posts, media partnerships, and other content to position itself as a **trusted source of information** on how teams can work better together.

It's a tough ask for corporate communications manager Brad Sanzenbacher and content marketer Brianna Miller, who need to **come up with exciting content ideas regularly** to maintain Wrike as a thought leader in its space.



Brianna Miller
Content Marketing Manager



Brad Sanzenbacher
Senior Corporate
Communications Manager

“We want people to come to the blog if they have questions about teamwork—even if they are not Wrike users,” Brianna says. “So they remember us when they are looking for solutions.”



THE ANSWER

Market research finds fresh angles and trending ideas

Wrike used to publish “content citing other people’s data,” Brianna says. “I told my manager that **surveys would be a great way to do our own research for content purposes** and find topics to write about.”

Brianna knew that surveying well-targeted demographics provides hungry content creators with a data feast. And, if they use a DIY panel like SurveyMonkey Audience, they can reach global consumers fast to find out **what’s trending right now**.

So Wrike launched a “Swearing in the Workplace” study on SurveyMonkey. The analysis tools let Brianna segment the results in interesting ways.

“You just press a button to filter the data, and you can immediately see things that weren’t there before,” she says. “Sometimes we would see a data trend and go, ‘Look at that, that’d make a great headline!’”



A new tool. Market research surveys helped Brad and Brianna meet PR and marketing content goals faster.

THE TAKEAWAY

A viral hit cements a successful content strategy

The study was a big hit. The Washington Post, Fast Company, and even The Today Show picked it up, greatly increasing Wrike’s brand awareness. “It made our PR team look great,” Brad says. Without it, “we wouldn’t have had the green light to do other surveys.”

This cemented the team’s content strategy: **Generating unique content through market research** to stand out in a sea of quick-and-dirty blog posts. “When you get data, people start caring,” Brianna says. “SurveyMonkey Audience gave us the ammo to write that content.”

Company

Wrike

Use case

Content creation

Solution

SurveyMonkey Audience

Success factor

Original DIY market research