

A M P L I F Y

**GET MORE
OUT OF
YOUR
RESEARCH**

TURN REPORTS INTO COMPELLING CALLS FOR ACTION

discoveredmarkets
DESIGN · DEVELOP · DISCOVER

AMPLIFY

Amplify is our content management and distribution service. We work with organizations with the objective of disseminating insights and research to improve their brand reputation, catalyze investment, and replicate new business models.

WHAT DOES IT INCLUDE?

CONTENT MANAGEMENT

Not every report is ready for primetime. We edit and translate existing content to better communicate with the desired audience.

CONTENT CREATION

We've invested in new visualization and mapping tools to communicate market opportunities in novel and compelling ways.

CONTENT DISTRIBUTION

We work with our partners to create marketable content and extend its reach, driving new opportunities.

HOW MUCH DOES IT COST?

Our free demo includes an onboarding call with a 3-month distribution plan for your specific organization. Our "Connect" package starts at \$500/month, with the possibility to purchase add-on features. See pricing tiers below.

WHY DID YOU START AMPLIFY?

We wanted to fill in the information gap between organizations and businesses / investors, getting your research into the right hands.

Research is expensive.

Around the globe, market development organizations, funds, businesses, think tanks, industry associations, and foundations invest in research on market opportunities and new business model innovations.

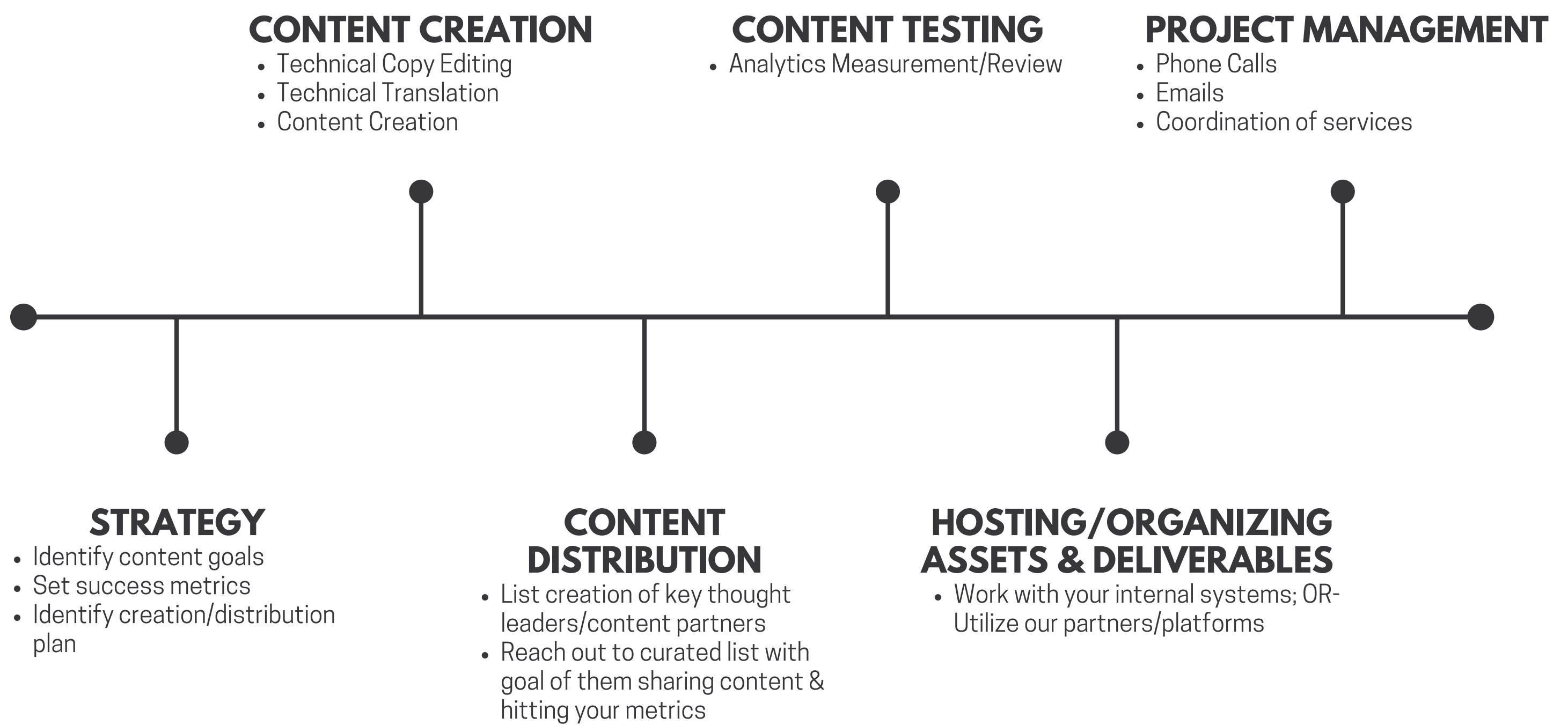
This research can change business behavior, ignite replication, and crowd-in new entrants.

But not if it is just sitting on your website.

"As the lead for marketing and communication on the CASA programme, I have been working closely with Discovered Markets. We have a frank and open communications and pass ideas back and forth to the benefit of the programme. We wanted DM to help us get additional traction with investors in agricultural value chains - and they have done that. They have also helped us to create concise information for a time poor audience - with one page summaries of out hour long webinars and our teaser video being highlights."

- DUNCAN SONES, CASA PROGRAMME

HOW IT WORKS



Case Study

More case studies can be found [here](#).



About Client

Élan RDC's mission was to reduce poverty in the DRC by increasing the incomes of more than a million small producers, entrepreneurs and poor consumers.

Client Team

Ndandu Welkenhuysen
Communications Lead

Gregoire Poisson
Team Leader

The Client Needs

- To maintain and grow project credibility at national, provincial and local levels.
- To inform and influence intervention-level stakeholders on programme objectives, activities, results, and lessons learned, to facilitate behaviour change in favour of pro-poor economic outcomes.
- To contribute to industry learning and encourage knowledge sharing and lessons learnt to a broader audience of practitioners.
- To ensure that UKAID receives appropriate acknowledgement for its investment and to support communication of results and the “human angle” of the project to an audience in the UK.

Key Strategies Implemented

- Over three months, the Discovered Markets team:
- Found & targeted the audience that matters
- Reached out to 92 content platforms for publication of Élan RDC research with this target audience
- Tested & implemented content strategies based on proof of efficacy
- Designed and communicated Élan RDC research and findings in a way that was relevant to its audience

68.4%

**HIGH PRIORITY
DOCUMENT
PUBLICATION SUCCESS**

333K

**TOTAL REACH OF
COMMITTED CONTENT
PLATFORMS**

30

**CONTENT PIECES
CREATED & EDITED**

PRICING SHEET

PACKAGES

COLLECT

FREE

DEMO

- We take a call with you to collect all of the preliminary information we need and then create a 3-month plan for your content needs

CONNECT

\$500/MONTH

PROJECT MANAGEMENT

- Phone calls, emails, coordination of services

STRATEGY

- Identify content goals, set success metrics, identify creation/distribution plan

HOSTING/ORGANIZING ASSETS & DELIVERABLES

- Work with your internal systems OR utilize our partners/platforms

CONTENT DISTRIBUTION

- List creation of key thought leaders/content partners & reach out to curated list with goal of them sharing content & hitting your metrics

CONTENT TESTING

- Analytics Measurement/Review

CREATE

\$1000/MONTH

PROJECT MANAGEMENT

- Phone calls, emails, coordination of services

STRATEGY

- Identify content goals, set success metrics, identify creation/distribution plan

HOSTING/ORGANIZING ASSETS & DELIVERABLES

- Work with your internal systems OR utilize our partners/platforms

CONTENT DISTRIBUTION

- List creation of key thought leaders/content partners & reach out to curated list with goal of them sharing content & hitting your metrics

CONTENT TESTING

- Analytics Measurement/Review

CONTENT EDITING/TRANSLATION/CREATION RETAINER

(choose one)

- Technical Copy Editing (up to 20 pages)

- Technical Translation (up to 10 pages included)

- Content Creation (one piece per month (30 second video, 1 infographic, or 2 slides)

ADD-ONS

ABOVE RETAINER LIMITS

TECHNICAL COPY EDITING

- Editing technical documents **\$25/page**

TECHNICAL TRANSLATION

- Translating technical documents **\$50/page**

INSIGHTS GATHERING

- Online Survey Management **\$500/survey**

- Informational Interviews **\$100/interview**

CONTENT CREATION

- Infographic **\$500/page**

- Video **\$1000/min**

- Presentation Design **\$250/page**

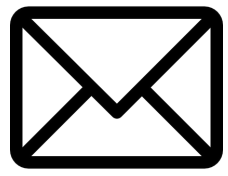
- Report Writing **\$500/page**

- Article Writing & Pitch **\$500/per**

About Discovered Markets

Discovered Markets supports businesses, investors, and market facilitators to accelerate investment decisions and reduce the cost of market expansion in emerging markets. We specialize in business design for new market entry, technical assistance to incorporate a systems approach in blended finance innovations, and customized data solutions to make expansion more cost-effective. Our approach is based on human-centered design, market systems development, and data science.

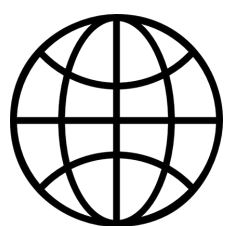
Reach out via:



contact@discoveredmarkets.com



<https://www.linkedin.com/company/discovered-markets/>



<https://www.discoveredmarkets.com/>