

## Latest LGK White Paper Encourages Small Businesses to Take a Thoughtful Approach to Big Data

### *Success in the Data Democracy Requires Both Analytics and Gut Instinct*

(Boynton Beach, FL/Washington, DC – July 10, 2014) – As businesses and organizations embrace the concept and application of Big Data, small businesses, in particular, find themselves caught in the crosshairs of a new data democracy. The new nation of Big Data provides a wealth of information opportunity applicable to every facet of a business operation, yet the powers of using Big Data to probe beneath the bottom line remain confusing and complex. A new white paper, issued by LGK Marketing Communications Collective, Inc. (LGK), recommends a thoughtful approach to manage the volume, variety and velocity of information, combining analytics with instinct to keep the information in perspective and customer first.

The white paper, *In the Thick of It: Big Data versus Gut Instinct*, recommends leveraging data with intuition and provides resources to align the collection and application of data with business and marketing objectives. It covers:

- The value of thoughtful observation
- The necessity of sound business and marketing plans
- The importance of identifying crucial patterns that provide strategic insight

“The marriage of Big Data and gut instinct makes good marketing sense,” says Nancy L. Hohns, a national marketing strategist and LGK’s contributing author. She continues, “They must be used in tandem, for one without the other may very well result in misguided judgment and poor decisions.”

Download a complimentary copy of the white paper *In the Thick of It: Big Data versus Gut Instinct* from the [LGK website](#).

### **About Nancy L. Hohns**

[Nancy L. Hohns](#) is LGK’s in-house strategist, a marketing communications leader and idea architect with more than 25 years national experience in marketing, brand strategy, advertising, public relations and special events. She has a proven track record of producing game-changing work in agency, corporate, public and nonprofit environments and an earned reputation for attaining powerful results in the consumer, retail, food, service, trade marketing and energy efficiency industries. Nancy currently serves on the Global Advisory Council of the World Brand Congress.

### **About LGK Marketing Communications Collective, Inc.**

LGK Marketing Communications Collective, Inc. (LGK) is a marketing communications practice based in Boynton Beach, FL and Washington, DC. Founded in 2009, the practice is composed of independent consultants who facilitate marketing tactics for small to medium-sized businesses and organizations throughout the United States. LGK is registered with the federal government as a minority and women-owned contractor, with the Small Business Administration as a women-owned small business (WOSB) and designated by the state of Florida as an African-American and women-owned business. For more information, visit [www.lgkmarketingcc.com](http://www.lgkmarketingcc.com).

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