



Hi there,

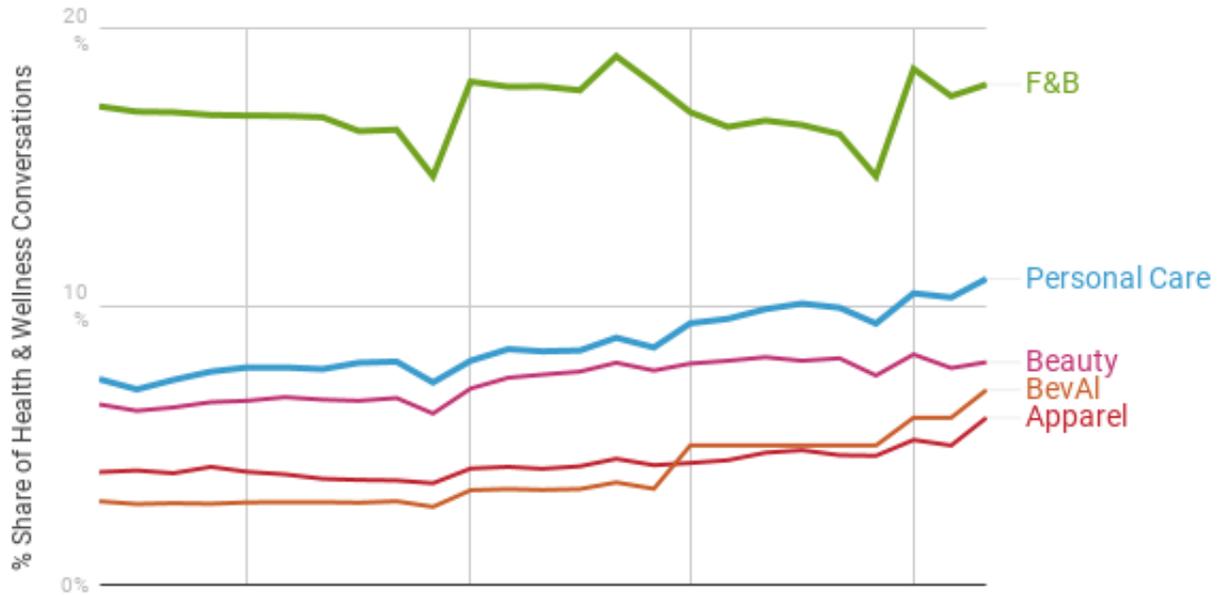
As social distancing continues for many, we're bringing you more ways to connect and learn virtually.

Check out our newest blog post for [a deep dive into trend spotting](#) (how to tell if you've found "the next big thing" —or a fad that will fizzle).

Join us for a live webinar on Wednesday, April 8, to learn how the team at PDC Brands uses social data [to give their M&A strategy a competitive edge](#).

And if you were planning on attending the [Specialty Food Association Business Summit](#), [Ilex](#), or the [Craft Brewers Conference](#), we invite you to join us for a Virtual Meet & Greet!

Enjoy!



Macro Trends: Consumer Shifts Your Company Can't Afford to Miss

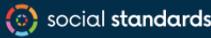
How can you tell if "the next big thing" everyone's buzzing about is a powerful new trend—or just a passing fad? Spotting a true trend in the wild ain't easy, but social data can reveal whether that big new thing will stick around long enough to turn a profit, or fade out faster than you can say "Unicorn Frappuccino, no whip." Check out our latest blog post for a deep dive into the art of trend spotting.

[Keep Reading →](#)

WEBINAR

How to Enhance Your M&A Strategy Using Social Data

April 8, 2020
@ 10am PT / 1pm ET



M&A Strategy Webinar

Social data is a powerful alternative data source that can help you find and make better deals. Join us for a live webinar on **Wed, April 8th** to hear from Sarah Ziemann, Dir. of Strategy & Corporate Development at PDC Brands, how her team uses social data to give their M&A strategy a competitive edge.

[Reserve your spot now →](#)



Virtual Meet & Greets

Our team was looking forward to connecting with you at several upcoming events that have been postponed. So instead of walking the conference floor together, we invite you to connect with us virtually! We'd love to give you an intro to Social Standards and learn more about the challenges your team is facing right now. Click below to schedule a 15-minute chat with our fabulous rep Kylee:

April 14: Specialty Food Association Business Summit

April 15: Ilex

April 20: Craft Brewers Conference



Work From Home Webinar Series

With so many in-person events and conferences cancelled, we feel it's important to find new ways to connect and learn. So this spring we're hosting a bi-weekly webinar series that will help you navigate changing market dynamics and leverage social data throughout your business. Reserve your spot below:

M&A Strategy w/ PDC Brands

April 8, 10am PT | 1pm ET

Consumer Sentiment

April 22, 10am PT | 1pm ET

Registration coming soon

Fads, Trends, and Macro Trends

May 6, 10am PT | 1pm ET

Registration coming soon



Keep up with our latest consumer insights reports and blog posts by following us on LinkedIn! We also curate great articles and resources from other publishers so you'll always be the smartest cookie on your team.

Have questions?

We'd love to connect with you! Reach out any time to contact@socialstandards.com

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