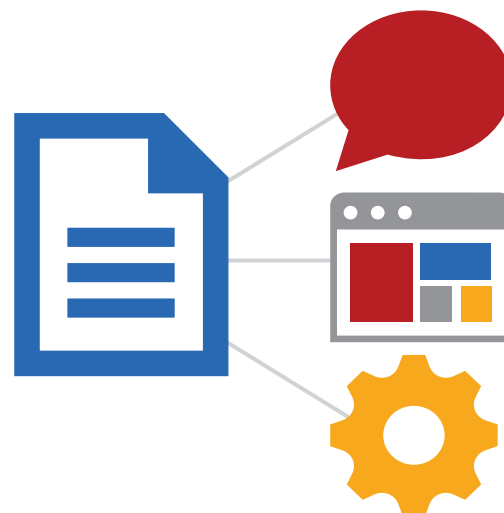


# Build An Actionable Marketing Plan Based On Your Audience

## Strategic Insights Study

A Strategic Insights Study is a custom service that creates an actionable marketing plan out of audience and data-centered research. A team of seasoned analysts use business intelligence as a means to drive your marketing programs that align messaging, content, and media channels. A Strategic Insights Study can help you reduce wasted spending, forecast new trends, drive marketing programs that perform, and ultimately build trust with your audience. You will receive:

- Audience perception of your brand
- Discovery of your target audiences
- Real-time social data & proprietary research from industry experts
- Competitive analysis across top 3 competitors
- 6-8 weeks study from initial project start teleconference



**B2B marketers who have a strategy are more effective and less challenged with every aspect of content marketing**

Content Marketing Institute

## Custom Research

Research provides valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts, or refine your strategic plans. Often the research can be released as an industry study – establishing your brand as an authority, which is also great for upgrading website content. By conducting custom research you can learn the customer's perception of your brand, their buying patterns, and the features or functionality they most desire. You receive:

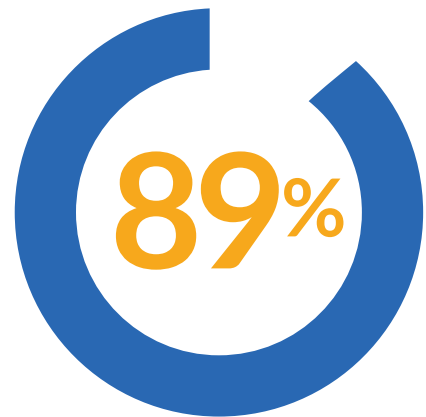
- Custom research built for your needs by accredited research experts
- Email and online method of data collection, with other options available upon request
- Management of all research phases
- Survey, data analysis and results

# Learn Insights From Buyers & Decision Makers In Real-Time

## Online Focus Groups

An online focus group gives you the insights of an in-person session while allowing clients and participants to simply log in from their desks, saving time and resources. The sophisticated online platform allows moderators and clients to view the participants in one consolidated screen, capturing all reactions. Through our Online Focus Groups you can gain knowledge on product or service perception, website feedback, industry trend influencers, and business pain points. You receive:

- One moderator, up to 8 participants
- One session, 60-90 minutes in length
- Set up, moderator training and assistance conducting the session
- Analysis of results, link to recorded sessions
- Project summary report



**89% of B2B marketers say  
customer testimonials  
are effective.**

MarketingProfs.com

## Complimentary Solutions

### Content

Create a whitepaper or infographic to share knowledge and gain thought leadership.

### Webinar

Promote valuable insights gained from research to Penton audience to drive leads.

### SEO

Use findings to identify keywords and competitor data.

### Pop Quiz

Turn research results into an educational quiz to engage your target audience.