

# CRM CUSTOM RESEARCH

## ⇒ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

### PHASE 1: The Survey

- › Survey design and creation.
- › Capture, cross-indexing, and raw data from the online survey tool.
- › A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- › Final Report also includes an Executive Summary and a full Respondent Profile.
- › Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor’s discretion.
- › Competitive intelligence—Each survey may include up to five proprietary questions.
- › Vendor owns rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

## ⇒ ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR:

### PHASE 2: Lead-Generation: Marketing the Findings

- › Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
  - › Dedicated Email Promotion (65,000 subscribers)
  - › Newsletter Sponsorships (58,000 subscribers)
  - › Sponsored Content Listing (homepage and newsletters) (600,000 imprints/month).

- › CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- › Print distribution of “single page takeaway” in *CRM* magazine (22,000 subscribers)

## ⇒ USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

### PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

- › Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › Extensive event registration program with multiple marketing touchpoints.
- › Sponsor exclusivity—Enjoy 100% attentive and exclusive mind-share in a single-sponsored event.
- › Brand leverage—Use the strength of the CRM Media brand. Moderated by *CRM*’s publisher and marketed under the CRM brand.
- › A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)

## ⇒ CONTACT

**East & Midwest**  
Adrienne Snyder  
Advertising Director  
(201) 327-2773  
adrienne@infotoday.com

**Pacific & Mountain**  
Dennis Sullivan  
Advertising Director  
(203) 445-9178  
dennis@infotoday.com

