

## ***State of the Industry Research***

Stake out your position as the knowledge and information leader for your industry.

Where are we now? Where are we going? Big questions for your industry?

Marketers crave information, especially information that provides insight as to how their customers think, feel and visualize the future. This is what State of the Industry research is all about: Doing a deeper dive into business and developing a picture of what things are really like and where things may be headed. What's it worth to have data from your market that provides this kind of insight? A modest investment has the potential to yield a big return in many ways!

State of the Industry studies are custom designed so receive the information you and your stakeholders will appreciate and value. It's not unusual to have questions about sales, expenses, products/services offered, new offerings, staffing plans, current and future business conditions and so on.

### **What Does This Research Mean for You?**

- Create great conversations about what is going on in your industry.
- Clearly demonstrate your commitment to being the information leader.
- Generate data about the industry no else has.
- Use data from the research as feature editorial in your publication or on your website; sell sponsorships.
- Tie full access to the data to sponsorship/advertising commitments.

### **What We Do:**

- Help you design questionnaire content then program and host the online survey website.
- Set up and administer fieldwork.
- Run tabulations and tables.
- End-of-project conference call to discuss results.
- Optional-Additional reporting such as creating PowerPoint deck.

Please contact Mike Zeman for more information.  
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