



Research Director on Demand

Providing research services when you need it

Research Director on Demand is a cost efficient option

- An alternative to finding experienced research staff and resources
- A timely way of getting the sales staff back selling – hitting the streets with research and selling opportunities.

Research Director on Demand offers

- Full market and media research services
- Experienced staff in market research and sales development
- Expertise in research and sales presentations
- Real-time insight and sales proposals and sheets
- Strategic partnerships with leading research and data sources
- Streamlined data collection and analysis
- Improved data quality
- Price competitive – offering lower prices for your research needs

QUALITY WORK
EXCELLENT SERVICE
GREAT PRICES

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How it works for Advertising Sales initiatives Research Director on Demand has three key steps

- 1) Discovery** – we determine what current research you have or subscribe to i.e. Scarborough, Media Audit, Claritas, proprietary research, etc. And analyze your data to find the best way to position your products and tell your story for sales.
- 2) Prepare sales sheets and build a sales library with our strategic partnership** – adSALESapps & the Ad Sales Library. This system provides the sales team with an easily accessible way to access the sales sheets, prepare presentations and proposals, and provide clients with the best recommendations for their clients.
- 3) Review & training** – we will provide the sales teams with training sessions on how to best utilize the research and the adSALESapps Suite.

Other services – Circulation & Audience initiatives

- Research Director on Demand can help your circulation, audience, new product and other strategic projects
- With our strategic partnership - Marketing Solutions Group will help analyze your database and provide you with recommendations and growth opportunities. Marketing Solutions Group is a leading provider of consumer and business databases and services.

Other Steps

- 1) Timing** – we work on client's schedule
 - 2) Cost for Research Director on Demand Services** – prices based on hourly rate and on a project by project basis.
 - 3) Cost for adSALESapps** – prices based on DMA market size and term. Cost for Marketing Solutions Group data based on a project, etc.
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