



RESEARCH DIRECTOR ON DEMAND

*Providing valuable research and
analysis services when you need them*

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/analysis services when you need them.
- Experience in print, broadcast and digital.
- Best-practice expertise in research and presentations.
- Real-time insight and assistance for sales proposals and one sheets.
- Strategic partnerships with leading research and data sources.
- Other research services include circulation and audience analysis.
- Price competitive – offering lower prices for your research needs.



FOR MORE INFORMATION,

*visit us online at www.rdodnow.com or call
TED STASNEY, Senior Consultant at 727-244-2971*

Let us review your research needs. Our needs assessment includes:

1. Discovery – we review the current research you have or subscribe to i.e. Nielsen Scarborough, Media Audit, proprietary research, etc.
2. Then we analyze your data to find the best way to position your products and tell your story for sales.
3. If you don't currently have research – we can conduct it for you or provide you with various options to obtain the research you can use.
4. We will prepare one-sheets and build a sales library for your sales staff. This step provides your team with an easy access to sales sheets, to prepare presentations and proposals, and provide your clients with the best recommendations.
5. We can also provide your staff and sales teams with the training they need to best utilize the research we provide to move to the next level.

Other services – Digital Audience initiatives

Research Director on Demand can help your digital audience grow with new products and other strategic projects.

With our strategic partnership - we will help analyze your database and provide you with recommendations and growth opportunities.



We Turn Information Into Action