# FAQ
# Unlock Market Insights

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*Director of Research, 30+ years of experience*

At Endeavor Business Media, we believe in empowering customers to make informed decisions, effectively engage audiences, and sustain a competitive advantage. Our Marketing Solutions team works in partnership with Endeavor Business Intelligence to provide high-quality qualitative and quantitative research services to deliver valuable market insights and intelligence to our customers.

Russell Richey, director of research at Endeavor Business Intelligence, answers frequently asked questions about our custom research options and methodologies, how we collaborate with customers and subject matter experts throughout the process, and how our Marketing Solutions team can leverage research into actionable solutions that drive thought leadership, establish brand awareness, or generate qualified leads. Additionally, you'll learn how you can use custom research to guide your marketing strategy for 2024.

## What types of custom research does Endeavor Business Intelligence offer?

Within Endeavor Business Intelligence (EBI), our custom research offerings include qualitative, such as in-depth interviews and focus groups, or quantitative, which typically involves surveys. We also offer conversational analytics, in which we scrape the web for content based on queries. When a customer approaches us with a specific need or goal, we work with them to choose the right methodology.

For example, if a customer wants to introduce a new product to a market and they're looking for strategic guidance, we can create a survey to uncover the information they're looking for. Another big request is for thought leadership, so we work with the customer to create a survey based on the products, trends, or innovations that are really hot within that industry segment.

Our Industry Insight and State of the Market research programs are ideal solutions in these cases. For both options, we collaborate with the customer and a subject matter expert (SME) to write a custom survey questionnaire that is deployed to the desired audience segments with the associated Endeavor Business Media brand. Once the survey data is collected, we create a PowerPoint presentation with graphs showing the results from each survey question.

An Industry Insight includes a brief executive summary highlighting the key takeaways from the survey before encouraging the reader to explore the rest of the data, so it's a more compact final asset offered at a lower price point. A State of the Market report is more comprehensive; the SME writes a detailed report that guides the reader through the survey findings, offering a deeper analysis of the topic and what that means for the industry. Both deliver great data and help establish thought leadership with the audience while also revealing the insights the customer was looking for from the start.

## What can customers expect when working with EBI?

We use a consultative approach, but it's a white-glove experience. We go in with an assessment of what the customer's goals are and the outcome we're looking to accomplish to assist with their strategic decision-making and business priorities.

What we need is essentially a vision from the customer. Once they've identified a topic that is relevant and compelling to their B2B audience, we ask the customer to complete a project brief. This allows us to get more granular and explore subtopics within the larger, big-picture topic for the program. Then, we'll hold a kickoff call with the customer, a program manager (PM), the SME, and other members of EBM's Marketing Solutions and EBI teams to discuss the topic and the audience in detail and to explore what questions we need to ask in the survey questionnaire to uncover the information the customer is looking for.

We then put the survey in the field and gather responses, and when the survey data is ready, we create a PowerPoint and hold a call with the customer to go through the results together. The SME then proceeds with an outline of either the executive summary (for an Industry Insight) or the report (for a State of the Market), which the customer approves before the SME writes a first draft. We usually plan for two to three rounds of edits with the customer, and when we have a final version, we work with our creative team to create a beautifully designed PDF as a final product.

It's a collaborative process in which each individual plays to their strengths. The SME knows the industry — the topics of interest, trends, technology, etc. — and they also have a strong understanding of our audience and what they're interested in. The EBI team ensures that the survey questionnaire is optimized and offers a good user experience, which means that more respondents will complete the survey. This is really important, especially when dealing with decision-makers. The PM manages the project timeline and deliverables and serves as the main point of contact for the customer, streamlining communication and keeping everyone on track. It's our goal to make it as easy on the customer as possible.

## Once the research is complete, how can customers use the resulting report?

To start, the customer can work with EBM's Marketing Solutions team to discuss how to use that final PDF for their content marketing efforts, and Industry Insights and State of the Markets can also be promoted to specific EBM audiences. Our sales team can create a package to suit the customer's needs and engage the audience segments they want to reach. When paired with a lead generation package, the research can be leveraged into something that's capturing leads for our clients.

I always say that research is an asset that builds other assets. It's a set of data that can keep giving over and over again. For example, EBM's Marketing Solutions team can create an infographic that features data points from the research that we can link back to a lead gen program where the user can access the full report. EBM's other short-form custom content offerings, like FAQs or Top Tips, are great options to pull key takeaways from the research to push out to audiences, and these are also great for lead gen. One of EBM's most exciting and engaging custom content offerings, a StoryDesign, can be created from the research results to take the user on a journey to tell the story that's often hidden in the data. Another popular option is to hold a webinar to discuss the research findings, which is a great way to position your company as a thought leader and industry leader to our audiences.

Our Marketing Solutions team works with customers to determine the best way to use our custom content products to target the audience in different ways, and it can all start with one survey and one set of research data. Bottom line, we have solutions to suit the customer's needs, taking their budget and timeline into account.

## How can research help marketers plan for their overall marketing strategy and budget for 2024?

You could use a brand perception or brand health survey research program to establish opening benchmarks before a major campaign to help you better understand where you stand in the B2B public's eye. You can then take those results to benchmark where you are within a market — and where your competition is — to give yourself a baseline or to determine where you want to be in 2024. This will help you plan your marketing efforts and activities for the upcoming year. Then, we can do a follow-up a year later to see where you landed and compare the KPIs and metrics.

Another option is to use focus groups and in-depth interviews to test how messaging, brand attributes, or touchstones resonate with the B2B audience you are trying to reach. We can also use the voice of the customer to help create, fine-tune, or validate the customer's messaging. This can inform your company's marketing strategy and content development efforts.