

## 2014 RESEARCH AGENDA

In 2014, ITSMA research will focus on such critical marketing challenges as:

- *Moving from Marketing Activity to Business Outcomes*
- *Realizing the Promise of Marketing Data and Analytics*
- *Strengthening Relationships and Driving Revenue with Thought Leadership Selling*
- *Increasing Relevance with Persona and B2I (Business to Individual) Marketing*
- *Hiring, Developing, and Retaining Supermarketers and Specialists*
- *Marketing to Existing Customers: Engagement, Expansion, and Advocacy*

ITSMA clients can take advantage of three types of research activities:

- **Client Research** provides clients with benchmarks and customer data, best practice examples, expert perspectives, and new ideas.
- **Sponsored Research** enables clients to participate in in-depth, multiclient studies on market positioning and brand at highly affordable client and non-client rates.
- **Custom Research** helps client companies dig into their unique problems and opportunities using ITSMA's extensive research expertise and capabilities.

### CLIENT RESEARCH

ITSMA clients receive an annual set of research reports and briefings on a range of critical business issues. Client research deliverables provide critical data, insight, and new ideas to improve marketing and sales performance and results.

Specific deliverables include:

- Annual benchmarking report on services marketing budgets and performance\*
- Ongoing coverage of customer buying behaviors, priorities, and perspectives
- Annual series of:
  - Best practice case studies
  - Updates on important industry trends
  - Viewpoints with industry thought leaders
  - Briefings on key research findings
  - Marketing tools
  - Commentaries

*\*Annual benchmarking reports are provided without additional fees only to clients who participate in the related studies.*

### ONLINE LIBRARY

Anyone from a client company can register to receive a password for ITSMA's online library, a unique archive (dating back to 1994) of best practice examples, trend reports, new ideas, and practical tools. Register for online access at: <http://www.itsma.com/access>.

### CUSTOM RESEARCH

ITSMA clients take advantage of ITSMA's custom research capabilities in such areas as:

- Brand and competitive positioning assessments
- Top account relationship assessments
- Buyer Persona development and validation
- Customer wants and needs
- Messaging and value proposition testing and validation
- Customer satisfaction and loyalty
- Net Promoter Score®
- Vertical market and role-based surveys
- Services and solutions portfolio analysis
- Win/loss analysis
- Marketing skills assessments and organizational competencies

### **Rapid Research:** When Decisions Can't Wait

*ITSMA's unique Rapid Research program provides critical telephone survey data in 10 business days or less at highly affordable prices. Contact ITSMA to explore how you can use Rapid Research to test new messages, guide marketing campaigns, gauge customer satisfaction, and more.*

### MORE INFORMATION

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