

2012 RESEARCH AGENDA

In 2012, ITSMA research will focus on such critical marketing challenges as:

- **Transforming the Marketing Organization:** What are the new models, functions, practices, and skills
- **Building the Idea Organization:** How to use thought leadership to build brand preference, generate leads, and engage clients
- **Learning to Love the Data Explosion:** Realizing the promise of analytics for improved targeting, lead management, and decision-making
- **Preparing for the B2B Social Buyer:** Determining the right marketing balance for traditional buyers and the new social buyer
- **Sales Channel Enablement:** Improving the impact from your portfolio of enablement activities across direct and indirect sales channels
- **Next Generation Account-Based Marketing:** Optimizing the model, mix, and staffing across the entire sales and delivery cycle

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

**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
- 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

Contact Julie Schwartz, senior vice president, Research and Thought Leadership, at +1-781-862-8500, Ext. 112 or jschwartz@itsma.com.