

KMWORLD CUSTOM RESEARCH

➤ **A MULTICHANNEL CONTENT-CREATION AND LEAD-GENERATION PLAN**

Survey the KMWorld audience with specifically focused questions, and follow this three-step marketing plan.

➤ **STEP 1: THE SURVEY**

- › We provide survey design and creation.
- › We capture and cross-index raw data from the online survey tool.
- › We provide complete final report that delivers key findings and in-depth data interpretation, possibly authored by an industry analyst working closely with your company.
- › Final report also includes an executive summary and a full respondent profile.
- › Choice of full co-branding and affiliation with KMWorld, OR anonymity, at the survey sponsor's discretion.
- › Competitive intelligence—survey may include up to five proprietary questions.
- › Vendor owns rights to the final report PDF and the data. KMWorld may choose to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

➤ **STEP 2: LEAD-GENERATION: MARKETING THE FINDINGS**

Complete content syndication program of the final report for 1 month to drive downloads and lead generation including:

- › Dedicated email promotion
- › Newsletter sponsorships

- › Sponsored content listing (homepage and newsletters)
- › KMWorld will create a registration page, host your report, and capture leads which you will have download access to 24/7
- › Print distribution of “single page takeaway” in *KMWorld* magazine

➤ **STEP 3: LIVE 1-HOUR WEBCAST: KMWORLD WEB EVENT SERIES**

- › Highly qualified, actionable leads—from preregistration, live event logon, and postevent registration and logon to the archived event.
- › Extensive event registration program with multiple marketing touch points.
- › Sponsor exclusivity—100% attentive and exclusive mind-share in a single-sponsored event.
- › Brand leverage—use the strength of the KMWorld brand. Moderated by KMWorld publisher Andy Moore and marketed under the KMWorld brand.
- › A turnkey process—we take care of all the details: marketing, lead-capture, moderation, technology, archiving and follow-up.

➤ **Contact Information**

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