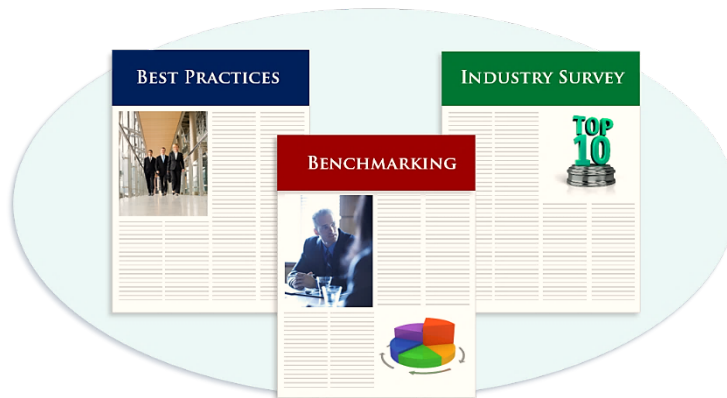


From Research to Revenue

Creating New Sources of Revenue for Associations by Developing Knowledge Products



Bramm Research Inc.
Better Information. Better Solutions.



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From Research to Revenue

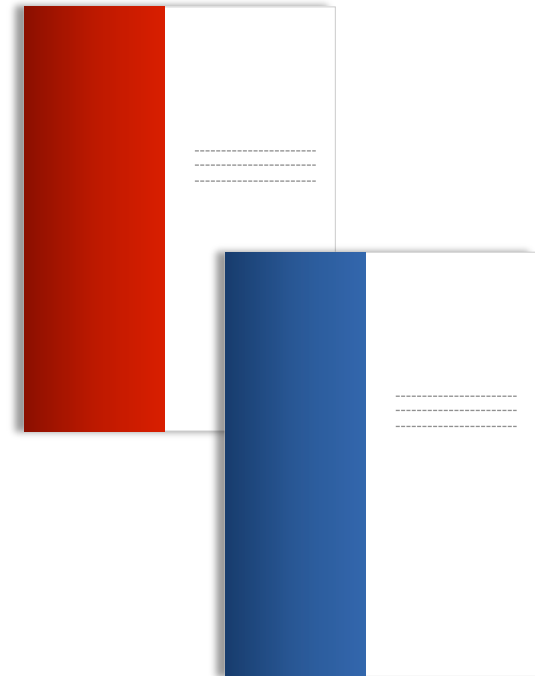
Knowledge products, created from solid survey research, offer associations new sources of revenue and market leadership.

- They are a proven revenue generator
- Position an association as the premier source of business information



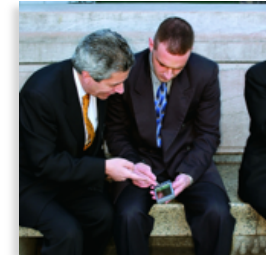
Revenue Opportunities

1. High value reports that can be provided to members/sold to non-members
2. Single/multiple sponsor/advertiser opportunities



Sponsor Supported Research - Benefits

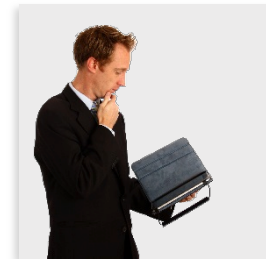
- ✓ Provides a platform for the sponsor to provide thought leadership, engage with the industry/profession and create good will that will transfer into business opportunities.



- ✓ Gives an association the opportunity to approach a sponsor with a unique opportunity.



- ✓ Sponsors can shape the research and ask their own set of proprietary questions.

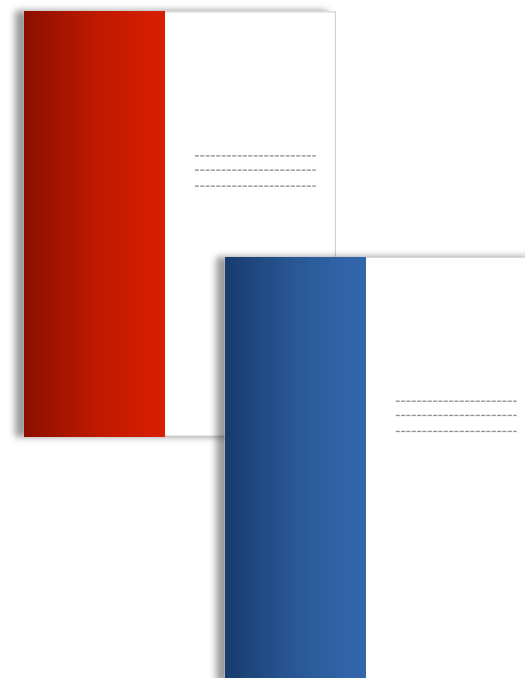


- ✓ Sponsors will receive multiple exposures across platforms e.g. roundtable, print, online, article reprints, conferences.



Types of Surveys

1. Market surveys
2. Industry outlook
3. Benchmarking and best practices
4. Compensation and benefits
5. Brand awareness and perceptions



1. Market Snapshot Surveys – Current conditions

Market Surveys:

- Topics typically relate to current conditions within a given market or industry e.g. employment issues, profits, productivity, challenges and opportunities
- Findings are promoted in the association publication/roundtable discussions/conference presentations

Revenue Opportunities:

- One or more sponsors



1. Recent Market Surveys



2. Industry Outlook

Industry Outlook:

1. Outlook for your business in the upcoming year
2. Revenue expectations
3. Key challenges / constraints to growth
4. Biggest areas of opportunity
5. Growth strategies
 - Findings are promoted in the association publication, in roundtable discussions/ conference presentations



Revenue Opportunities:

- One or more sponsors

2. Recent Industry Outlook Surveys



3. Benchmarking and Best Practices

Special Reports - Benchmarking/Best Practices:

- Report buyers can compare their performance with other similar operations
- Typically the overall findings are promoted by the association
 - Members can go online to order a custom report that will allow them to make specific comparisons e.g. size of operation or region

Revenue Opportunities:

- Members/non-members and sponsors



Topics of Inquiry Typically Include

Topics of Inquiry Include:

1. Demographic profile
2. Number and type of projects completed
3. Staffing
4. Gross billings and average profit/loss
5. Billing rates for specific positions
6. Salaries
7. Marketing efforts



Recent Benchmarking/Best Practice Surveys



4. Compensation and Benefits Surveys

Compensation and Benefits:

- As well as compensation and benefits the survey typically examines topics such as job responsibilities and satisfaction, professional development, work/life balance
- Findings are promoted in the association publication/conference presentations/online salary calculator



Revenue Opportunities:

- Typically a single sponsor

4. Recent Compensation Surveys



5. Brand Awareness and Perceptions

Brand Awareness and Perceptions:

- Awareness and familiarity with key brands
- Rating of brands on specific attributes e.g. value, quality, innovation, reliability, likelihood of recommending
- Reports made available to sponsor(s)

Revenue Opportunities:

- Individual or multiple sponsors



4. Recent Brand Awareness and Perceptions

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In Conclusion...

Research-based “knowledge products” deliver valuable, proprietary information that can be customized to the needs of specific industries.

These knowledge products typically fall into two categories:

- High value reports e.g. benchmarking/best practices research that can be offered/sold to members/non-members.
- Research-based studies that can be turned into content across multiple platforms e.g. roundtable, print, online, article reprints, conferences generating advertising and sponsorship dollars

From Research to Revenue – We Can Help



Bramm Research

With our extensive experience across a wide range of industries, Bramm Research can help you evaluate and develop knowledge products for your market.



Profile of Gerald Bramm

For more than 20 years Gerald Bramm has operated Bramm Research (www.brammresearch.com) a firm specializing in marketing research assignments primarily for publications, associations and b2b clients.

He has worked in dozens of markets both in Canada and the U.S. and has a broad experience in all manner of survey research, from large-scale online surveys to focus groups and individual interviews.

Gerald has been a member of the MRIA (Marketing Research and Intelligence Association) for 26 years. He holds the CMRP designation (Certified Marketing Research Professional).



Contact Us Today for a Free Consultation

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