

# Research Based “Knowledge Products” For Associations

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Build Thought Leadership and Engagement:  
High-Interest/High-Value Member Surveys



**Bramm Research Inc.**

**Better Information. Better Solutions.**

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## Build Thought Leadership and Engagement: High-Interest/High-Value Member Surveys

“Knowledge Products” are surveys that provide direct benefit to members. Examples include compensation and benefits information or benchmarking and best practices surveys. Often these initiatives offer the potential of non-dues revenue through sponsorship opportunities.

### Surveys benefit both the association and sponsor:

- ✓ They provide a platform for an association to demonstrate thought leadership, generate awareness and engage with the industry or profession.



- ✓ They give the association the opportunity to collect and share valuable knowledge with their members. This information can be used by members to advance their businesses and careers.



- ✓ Gives the association the opportunity to approach a sponsor with a unique advertising vehicle. Sponsors can help shape the research and ask their own set of proprietary questions.



- ✓ Sponsors will receive multiple exposures across a variety of platforms such as social media, print, article reprints, roundtables, webinars, online and conferences.



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# 1. Compensation and Benefits Surveys

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Compensation and benefits surveys provide excellent value for your members. This includes not only the individual members who can make compensation comparisons but also business owners and managers who can compare pay levels with other organizations.

As well as collecting basic salary information, the compensation and benefits survey will cover topics such as:

- Years working for current employer
- Hourly wage or annual salary
- Satisfaction with base salary
- Previous salary increase and anticipated salary increase
- Items included in the benefits package
- Satisfaction with benefits package

Other topics may include job responsibilities and satisfaction, professional development and work/life balance.

Findings (and sponsor recognition) can be promoted on social media, in print, roundtables, webinars, conference presentations and via an online salary calculator (that we can create for you).

**Sponsors for a survey of this type may include executive recruitment firms or accounting firms.**

## 2. Benchmarking/Best Practices

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Content for surveys of this variety will typically include compensation and benefits but will also delve into topics such as:

- **Staffing levels**
- **Billing rates for specific staff positions**
- **Salaries for specific staff positions**
- **Gross billings and average profit/loss**
- **Staff training**
- **Marketing efforts that are being employed**
- **What are the top performing marketing efforts**

Using measures such as overall profitability we can identify firms that are “top performers” and examine “best practices” that set them apart from the others. Those who receive the final report will be able to benchmark their key statistics against this “top performer” group.

### 3. Business Confidence/Industry Outlook

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Are your members confident or concerned about their business future? What are their growth strategies? How will they deal with risk?

Survey topics include:

- **Outlook for your business in the upcoming year (Optimistic vs. pessimistic)**
- **Revenue expectations**
- **Key challenges/constraints to growth**
- **Biggest areas of opportunity**
- **Growth strategies**
- **Activities planned over the next 12 months e.g. hiring staff, purchasing equipment**

These surveys have the greatest value when they are repeated on a regular basis, usually annually. This creates valuable trend data.

As with other “knowledge products” the survey results (and sponsor recognition) can be promoted in multiple channels such as social media, white papers, roundtables, webinars and conference presentations.

**Sponsors can come from a wide spectrum of product/service categories. Typically, they will want exposure to a broad range of member segments.**

## 4. Innovation Readiness and Adoption

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Autonomous vehicles, artificial intelligence, robotics, blockchain technology...the pace of change and innovation continues to accelerate.

How are your members responding to these changes? What are their concerns? What are the obstacles to adoption? Will they be early adopters or part of the late majority?

Questions in a survey of this type often include:

- **Readiness of your industry to use a specific technology**
- **Your personal readiness to use this technology**
- **Perceived return on investment**
- **Time required to generate a return on investment**
- **Perceived benefits of using this technology**
- **Barriers to using this technology**
- **General attitudes related to acquisition and use of new technology**
- **Sources of information related to new technology**
- **Adequacy of information being provided on new technology**

**Sponsors are typically organizations that are on the leading edge of a specific technological innovation.**

## 5. Topical “Hot Button” Issues

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“Hot Button” surveys typically relate to issues that have a broad impact on an entire industry or profession such as changes in legislation or trade policy. Question areas might include:

- **Awareness of the new legislation/policy**
- **Perceived impact of the legislation/policy on the industry/profession**
- **Planned response to change and timeframe for your response**
- **Impact on your business**
- **Outlook in the upcoming year (Optimistic vs. pessimistic)**

Special topic surveys can be sent out several times during a period of change. For example, with legislative change we might consider sending out the survey when the legislation is first announced and then following its implementation.

**Sponsors are typically organizations that have a service or product affected by the legislation and wish to provide thought leadership in their market.**

## 6. Industry Conditions / Industry Data

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Surveys can provide a valuable snapshot of current conditions within a given market or industry. This includes:

- **Challenges and opportunities**
- **Areas for investment/product development**
- **Productivity and innovation**
- **Revenue and profit trends**
- **Employment issues e.g. training/talent acquisition**
- **Succession planning**

We have also used surveys as a means of establishing the overall size of a market or industry segment.

Market data of this type can provide members, government officials and other stakeholders with picture of the total industry and its sectors.

## 7. The End Users' Perspective

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Many associations have members that provide products and services to end users who may be patients, clients or customers.

It is often valuable to obtain the perspective of this end user e.g.

- **What are their expectations related to the product or service?**
- **What are the important elements that go into their assessment of these product or service?**
- **How do they rate their current provider of this service or product?**

This information provides members with insights allowing them to adjust their marketing efforts and customer experience programs.

## Next Steps

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Call today (905-465-3578) to set up a meeting (in person or by telephone). The objective is for us to learn more about your association and to give you concrete examples of research based “knowledge products”.

In the meeting we determine if this approach would provide value for your members. We also discuss the potential for non-dues, sponsorship revenue.

We develop a “no obligation” proposal that outlines objectives, methodology, estimate and timing.

## About Bramm Research Inc.

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Bramm Research consists of a small, dedicated staff of talented consultants who have all been in the survey business for more than 20 years.

The firm works primarily with associations, business publications and B2B companies. We have worked on hundreds of projects both in Canada and the U.S. and have experience in all types of survey research, from large-scale online surveys to focus groups and individual interviews.

The president of the company, Gerald Bramm, has been a member of the MRIA (Marketing Research and Intelligence Association) for 25 years. He holds the CMRP designation (Certified Marketing Research Professional).

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# Some of Our Recent Association Clients...

