

MARKET INSIGHT RESEARCH PROGRAM

Our Market Insight Research offering is a turnkey content development program based on custom research designed to help your company better understand market trends and potentially identify new product opportunities. Plant Services will conduct all research on your company's behalf. The research data will be utilized to create an in-depth Market Insight Report that will help brand your company as a leading solution provider. We then create a campaign to market the findings, providing your sales team with qualified sales leads.

Execution

- Consultation with Chief Editor, Tom Wilk and Publisher, Jeff Mylin for your market research needs and requirements and how we see those needs merge with our audience's challenges. This will guide us in developing our questionnaire.
- Plant Services will field all research, along with handling all costs and fulfillment as well as an agreed upon response incentive.
- Plant Services will handle all data analysis and reporting

Content Creation

Plant Services editors and Putman's Creative Services Group will create several unique pieces of marketing content based on the market research findings:

- Full research data reporting along with all completed questionnaires
- A Market Insight Report that will feature key research data points along with an in-depth analysis article based on the results. Our PDF format allows you to include and hyperlink to other relevant content on your website such as white papers and video
- Our editors will write a website article summarizing your research results. This article will be featured on the PlantServices.com homepage and will include a link for registration and download of the full Market Insight Report.
- A summary Infographic will be created by Putman's Creative Services department highlighting key research data points and tied to your company's expertise and solutions.

Promotion

Promoting your company's expertise through your Market Insight Report is the key element to a successful content marketing campaign. Your report will be promoted through the following channels;

- Direct Email: A targeted list of up to 10,000 names
- PS Premium Content Alert: Your report will be included in our twice monthly Premium Content Alert Enewsletter. [Click for sample](#)
- Two issues of Plant Services Smart Minute daily newsletter, received by 15,000 readers. [Click for sample](#)
- Plant Services editors will post your report's on PlantServices.com homepage with a link to your Market Insight Report for download
 - Your report will be posted to 10 relevant LinkedIn professional groups
- Your Infographic will run in Plant Services magazine, received by over 75,000 subscribers
 - All promotion will include a gated landing page for registration and download
 - Full reporting on all promotion

Market Insight Program Rate:
\$24,500 net

Add On's:

30 Day Nurture Package

The objective of a 30 Day Nurture Package is to provide you with the opportunity to leverage your content investment for continued prospect identification and nurturing. The 30 Day Nurture Package includes continued PlantServices.com website promotion, a 30-day inbound and outbound marketing program and the opportunity to engage prospects with your content asset for prospect scoring.

Components:

- Inbound program marketing including SEO optimized article on PlantServices.com, social promotion (8xs per month)
- Outbound program marketing including an additional targeted alert (1x) and additional newsletter placements (2xs)
- Automated engagement email offering advertiser content asset
- Development of all program components
- Automated opportunity delivery with full demographic and content engagement identified

Helpful Resources:

- Plant Services Market Report: State of PdM
- Plant Services Market Report: Workforce

To Learn More Contact:

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