

# GreenBook

THE GUIDE FOR BUYERS OF MARKET RESEARCH



[WWW.GREENBOOK.ORG](http://WWW.GREENBOOK.ORG)

# The Directory is *the* guide for buyers of market research.



## The Directory is where thousands of buyers are searching for you.

GreenBook.org attracts 55,000 to 60,000 monthly visitors, and is where many research buyers begin their search. If your company is not listed, you will not be considered and will not receive the inquiries that your competitors do.

## Connect directly with your prospective clients.

Whether GreenBook visitors use the Request for Proposal (RFP) tool or the simple contact email form in your listing, the Directory makes it easy for research buyers to connect with you.

## Get analytic reports of your reach in the Directory.

Your Advertiser Activity Report is available on-demand in your online account. The report provides quantification and proof of advertising exposure in the GreenBook Directory. Updated daily, it shows identifiable organizations that your company reached on GreenBook.org.

## Searching the Directory is free and convenient for buyers.

With a MyGreenBook account, Directory users can add private ratings to listings, attach notes for reference, create shortlists for easy retrieval, and keep information about suppliers organized in one place, making it easy for them to find you.

## The Directory helps increase your search engine ranking.

Links from the Directory automatically strengthen your website's rankings in search engines due to GreenBook's long-standing reputation as a relevant, trusted, and popular online resource.

## Demonstrate expertise and generate leads with content.

Use the Directory to increase the visibility and impact of your marketing content. Include articles, case studies, blog posts, press releases, and videos. Content appears on all relevant search results pages and in listings, generating targeted exposure and leads.



**Any questions for us? Ready to get started with your listing?  
Connect with Erin McDonnell, your Directory representative:  
Phone: +1.972.962.6226 | Email: [erin@greenbook.org](mailto:erin@greenbook.org)**

# Create your company profile today to start getting leads.

1

## Create a basic listing.

A **Basic Listing** will ensure your company has a presence in the Directory, making it easy for buyers to discover your profile. It consists of a 250-word description of your company and the services it offers, full mailing address, key personnel, phone and fax numbers, website, email, and industry affiliations.

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## Define your specialties to appear in relevant search results.

Research buyers search for suppliers by using **Market Research Specialties**, categories of market research services. Selecting all specialties that describe your firm's services and expertise is the simplest and most effective way to be discovered by prospective buyers. Find the complete list of specialties at [www.greenbook.org/specialties.pdf](http://www.greenbook.org/specialties.pdf)

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3

## Add listing enhancements to stand out.

Listing enhancements allow you to stand out against your competitors. Send your profile to the top of Directory search results, make your profile more eye-catching to increase clickthroughs, and use marketing content in your listing to generate extra exposure. *[find more details on page 4]*

- Secure top placement in search results with **Featured Specialist Positions** to guarantee you always appear ahead of your competition.
  - Describe your firm's unique offerings and methods through **Special Research Products & Services**. This enhancement drives visibility for your listing by appearing both in listing search results and on your listing profile.
  - If you operate a research facility, make sure to include **Facility Photos & Facts**. You can upload up to 12 photos of your focus rooms, viewing rooms, test kitchens, etc. Photos appear on your profile and in search results.
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4

## Help buyers take action.

Once a buyer clicks through to your listing, you can add the **Website Marketing Package** to ensure your listing makes it even easier for buyers to connect with you. Consisting of several features and benefits, this package is designed to bring as many buyers as possible from the Directory over to your website.

*[find more details on page 5]*

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**Build an effective listing that fits your budget and the marketing objectives of your organization. You can select enhancements that best highlight the unique expertise and strengths of your business.**

# Help buyers find you when they search the Directory.

This is what buyers see when they search for a market research specialty:



With tens of thousands of users every month, the GreenBook Directory is the definitive place for market research buyers to find research agencies, facilities, suppliers, tools, and consultants.

# There are many ways to stand out in search results.

## A

### Secure top placement with Featured Specialist Positions.

Appear above the competition at the top of search results to substantially increase the number of buyers who click on your listing. A **Featured Specialist Position** is the most effective listing enhancement in the Directory to drive listing traffic. Featured Specialist Positions are visually enhanced, and are available for:

- **Market Research Specialties:** Present your firm as the leading expert in a particular field of market research.
- **Geographical Areas:** If physical location matters to your clients, consider Featured Specialist Positions in search results for geographical areas, including countries, US states, Canadian provinces, and metropolitan areas within the USA and Canada.

## B

### Highlight what makes you unique.

Make your listing stand out by adding additional details about your company, services, facility, and industry leadership.

- Describe your firm's unique offerings through the **Special Research Products & Services** enhancement. Explain benefits, highlight key features, and upload marketing collateral. Provide detailed descriptions of your proprietary research methods, tools, platforms, panels, software applications, and consulting services. Your Special Products & Services appear with your listing in search results.
- If you operate a research facility, make sure to include the **Facility Photos & Facts** to provide detailed information, such as your facility's location, on-site services, room setup, equipment, and recruiting capabilities. Because a picture is worth a thousand words, you can also upload up to 12 photos.

## C

### Publish articles & press releases to get extra exposure.

Increase your visibility on the search results page by including articles and press releases, which is just one of the benefits of adding the **Website Marketing Package** to your listing. Articles add richness and credibility to your company profile, resulting in higher click rates and traffic to your website.

## D

### Increase your brand awareness with targeted banner ads.

Increase brand awareness and drive targeted traffic with extremely affordable **banner ads**. We'll even design your ad for you – at no charge! Banner ads display at the top of the Market Research Specialties pages and Geographical pages for a full year.

- **Market Research Specialties:** Use banner ads to highlight your expertise in specific market research specialties.
- **Geographies:** If physical location matters to your clients, consider Banner Ads for geographical areas, including countries, US states, Canadian provinces, and metropolitan areas in the USA & Canada.

## E

### Use case studies to show how your services drive results.

B2B marketing today is all about content, and no format is more persuasive than a case study to demonstrate how your product or service solves problems and drives results. Cut through the marketing hype with real success stories and stand out from the crowd. You can publish case studies when you include the **Website Marketing Package** enhancement in your listing. Case studies are highlighted in search results, and there's no limit to how many you can feature.

# Leverage the Website Marketing Package to connect with buyers.

## Drive maximum traffic to your website with the Website Marketing Package.

Once you've attracted a buyer's attention through search results and they click through to your profile, the **Website Marketing Package** helps turn the buyer's interest into a lead. The package is designed to encourage as many buyers as possible to visit your website, connect with you, or take designated actions. It also supports your content marketing and social media marketing efforts, allowing you to leverage your existing content and demonstrate leadership within the industry.

The benefits of the **Website Marketing Package** include...



## Prominent hyperlinks and buttons enable calls to action.

The package allows for a prominent hyperlink to your site and up to six additional links to important pages of your website to give buyers more incentive to click. You can also add special buttons to your listing to prompt Directory users to take specific action (such as visiting your website or requesting a quote). 50% of users who visit your listing click on one of the active links pointing to your website.

## Give a boost to your content marketing efforts.

Use new or existing marketing content to substantially increase the visibility of your company in the Directory and generate additional leads. Showcase your expertise by publishing case studies, articles, white papers, press releases, etc. It's simple and we are here to help.

## Embed video to tell your story.

Videos hosted on YouTube or Vimeo can be easily incorporated into your listing. Tell your story or demo your products more effectively by including a video in your company profile alongside the description of your company services.

## Generate extra visibility in search results.

A hyperlinked image of your homepage makes you stand out every time your listing appears in search results. An even larger image of your website in your listing provides confidence, and makes users more likely to visit your website.

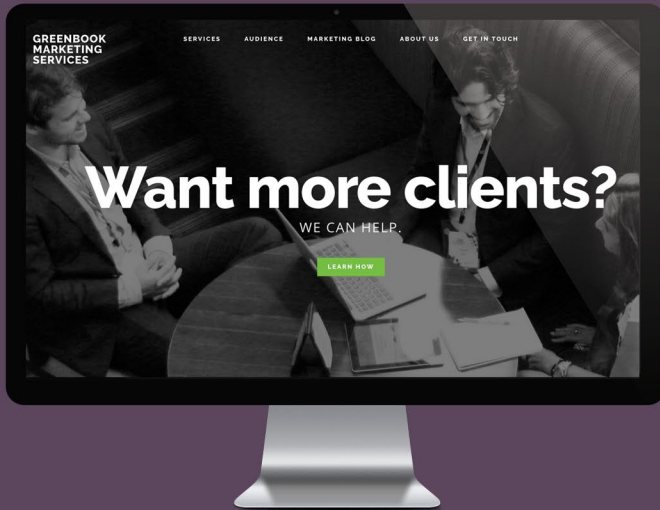
## Expand your online network and readership.

Extend the reach of your social media efforts by linking your Facebook, Twitter, and LinkedIn accounts with your Directory listing. Get new subscribers for your blog by displaying the most recent posts directly in your company profile.

## The possibilities are endless.

Any company in the GreenBook Directory with the Website Marketing Package listing enhancement can participate in the GreenBook Content Marketing Program. There's no additional charge, and no limit to how much content you can publish.

# Do better marketing with GreenBook Marketing Services.



## Want more clients? We can help.

In addition to the services we offer through the Directory, **GreenBook Marketing Services** are here to help expand the visibility of your business even further. Work with us to get more leads, make big brand impressions, and become thought leaders in our industry. Let's discuss together how we can best assist you with reaching your marketing and business objectives.

Our marketing services website offers a range of options to help you more effectively market your business. The portal also offers regular tips, advice on best practices for marketing in our industry, and a download bundle of resources to help you bring your marketing to the next level. Visit us on the web at [marketing.greenbook.org](http://marketing.greenbook.org) today.

## ADVERTISING

Tens of thousands of research buyers regularly read GreenBook's market research content. Get your brand in front of those buyers with online advertising in our email newsletter, GreenBook Blog, and on the GreenBook Directory homepage.

## EVENT SPONSORSHIP

IleX and GreenBook events are our industry's most innovative, client-driven insights events in the world. Sponsoring IleX is the best way to align your brand with the innovation that the market research industry has come to associate with the global IleX events.

## PRIVATE EVENTS

Research buyers have told us time and time again that they want to meet you face-to-face before they commit to doing business with you. Hosting a private event is the perfect way to get this face time. Whether you are interested in a full-day Client Summit or a VIP Dinner — we do the work, and you enjoy the results.

## WEBINARS

The GreenBook webinar series turns your expertise and thought leadership into quality sales leads. We'll work with you on content development and market to over 80,000 subscribers. Best of all: you'll receive the registrant and attendee list (including contact details).

## GRIT REPORT

The GRIT Report is the leading and most comprehensive report on the market research industry, and is a critical strategic planning resource for thousands of insights pros around the world. Get your brand in front of the tens of thousands of people who download the next edition. Opportunities to promote your company include:

- sponsored commentaries
- display advertising (print and online versions)
- download page banner ads
- GRIT webinar panel participation



Ready to do better marketing? Contact us by email at [marketing@greenbook.org](mailto:marketing@greenbook.org), or visit the GreenBook Marketing Services website: [marketing.greenbook.org](http://marketing.greenbook.org)

# Ready to get started? Go where the buyers go!

## Begin building your profile today.

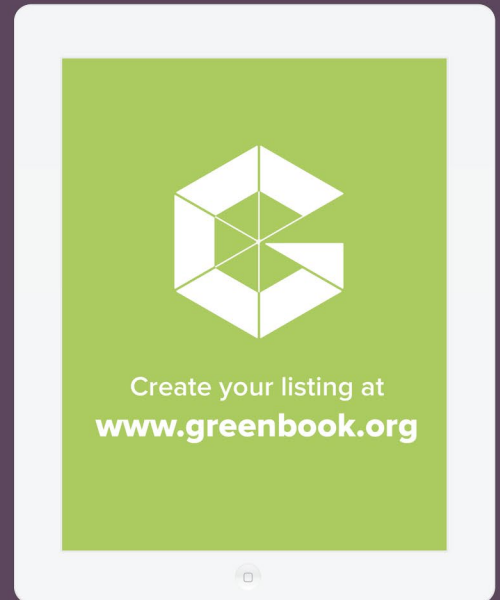
Visit [GreenBook.org](http://GreenBook.org) and select **Add Profile to Directory** in the upper right-hand corner to begin building your company profile. If you have any questions or need help during the process, please contact your GreenBook representative, **Erin McDonnell**, at **972.962.6226** or [erin@greenbook.org](mailto:erin@greenbook.org).

## Listing in the Directory suits any budget.

The GreenBook Directory levels the playing field for organizations of all sizes and provides a cost-effective means of reaching a large, targeted audience that you won't find anywhere else.

## Select listing features that fit your needs.

All prices are for a full listing period of 12 months. Every company profile starts with a **Basic Listing**. All other features and enhancements are selected a la carte.



LISTING FEATURES & ENHANCEMENTS	
Basic Listing	\$290
Facility Photos & Facts	\$95
Market Research Specialties	\$10/\$25/\$30
Logo	\$200
Branch Office Listing	\$90
Special Product & Service Listing	\$90
Featured Specialist Positions	\$150 - \$600
Website Marketing Package	\$500

BANNER ADVERTISING	
Market Research Specialty pages	\$150 - \$600
Geographical pages	\$150 - \$600
Home Page – Small Banner (3 months)	\$1,800
Home Page – Large Banner (3 months) <i>(in rotation throughout GreenBook.org)</i>	\$5,000
Home Page – Text Announcement (1 month)	\$2,400

## Need help getting started?

Questions about the Directory or other GreenBook services? Contact your account representative, Erin McDonnell.

Phone: **972.962.6226** / Email: [erin@greenbook.org](mailto:erin@greenbook.org)



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