



GreenBook
| DIRECTORY

Go where the buyers go.



Reach market research buyers to grow your business.
Create your listing in the GreenBook Directory.
www.greenbook.org

GreenBook Directory is THE guide for buyers of market research.

Why include your company in the GreenBook Directory?

GreenBook.org is *the* guide for buyers of market research. It attracts over 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 won't receive the inquiries that your competitors do.

The Directory's reach is expansive and growing.

Online since 1996, the overall web traffic to the Directory (60,000+ monthly visitors) keeps growing, having increased by 4.8% over the past 12 months, with 47% of users coming from outside the USA.

Marketing investment provides a direct ROI for your company.

99% of listers see an immediate return on their listing investment in the first project facilitated by the Directory. This return also multiplies over time as you build lasting relationships and secure more projects with each new buyer.

You'll increase your website's search engine ranking.

Hyperlinks 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.

Utilize your listing to achieve marketing goals.

Connect directly with your prospective clients.

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

Know who you are reaching.

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 you the number of identifiable organizations that your company reached on GreenBook.org.

Demonstrate expertise and gain credibility with content.

B2B marketing today relies heavily on content. The GreenBook content marketing program helps you leverage new or past content to substantially increase the visibility of your company in the Directory, position your firm as a credible expert, and generate extra leads.

Submit articles, publish case studies, promote your blog, or embed a video – it's simple, and we are here to help. With the Website Marketing Package listing enhancement, your content is not only featured on your listing, but also becomes searchable and appears on all relevant pages throughout the Directory.



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.

Create your company listing 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, contact numbers, website, email, and industry affiliations.

2

Define your specialties to appear in relevant search results.

Research buyers search for suppliers by using **Market Research Specialties** categories. Select all specialties that describe your firm's services and expertise and be discovered more frequently by prospective buyers. Find the complete list of specialties at www.greenbook.org/specialties.pdf

3

Add listing enhancements to stand out.

Listing enhancements allow you to stand out against your competitors.

- **Featured Specialist Positions:** Secure top placement in both research specialty or geographic area search results to guarantee you always appear ahead of your competition.
 - **Special Research Products & Services:** Describe your firm's unique offerings with additional explanation of benefits, key features, research methods, tools, platforms, and software applications.
 - **Facility Photos & Facts (ideal if you operate a research facility):** Upload up to 12 photos of your focus rooms, viewing rooms, test kitchens, etc. Photos appear on your profile and in search results. *[find more details on page 4]*
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4

Help buyers take action.

The most popular and cost-effective listing enhancement is the **Website Marketing Package**. This content-driven suite is designed to bring as many buyers as possible from the Directory over to your website. *[find more details on page 5]*

5

Get the most out of your listing.

Consult with your Directory advisor. Whether it's choosing the right listing enhancements, finding ways to highlight new content, or ensuring the listing to fits a particular marketing objective — we are here to help!



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.

Make your listing stand out.

Here's what buyers see when they search for a market research specialty:



Buyers search the Directory by using Market Research Specialties. Including all specialties that describe your firm's services is the most critical step to ensure your listing appears in all relevant search results.

Use listing enhancements to help buyers find you.

A

Secure top placement with a Featured Specialist Position.

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 descriptions of your proprietary research methods, tools, platforms, panels, and software applications.
- 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, reports, and papers 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 [see next page for details]. Articles add richness and credibility to your company profile, resulting in higher click rates and traffic to your website.

D

Increase brand awareness with targeted banner ads.

Banner ads display at the top of the Market Research Specialties pages and Geographical pages for a full year. We'll even design your ad for you – at no charge!

- **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.

A case study is the most persuasive tool to demonstrate how your company solves problems and drives results. Cut through the marketing hype and stand out against your competitors by showcasing real success stories. You can publish case studies when you include the **Website Marketing Package** enhancement in your listing [see next page for details]. Case studies are highlighted in search results, and there's no limit to how many you can feature.

Want to drive maximum traffic to your site through your listing?

Leverage the Website Marketing Package Listing Enhancement.

Once you've attracted a buyer to your profile via search results, 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 or connect with you from your profile. It also supports your content marketing and social media marketing efforts, allowing you to leverage your existing content and demonstrate leadership within the industry.

Add the **Website Marketing Package** to your listing this year and generate more leads than ever before. Here's what you can do:



Enable a call to action through prominent hyperlinks and buttons.

Give buyers more incentive to click by placing prominent hyperlinks to your website homepage (and up to six additional pages of your website). You can also add special buttons to your listing to prompt Directory users to take a 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.

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.

Embed video to tell a 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.

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. The options are endless, and we are here to help.

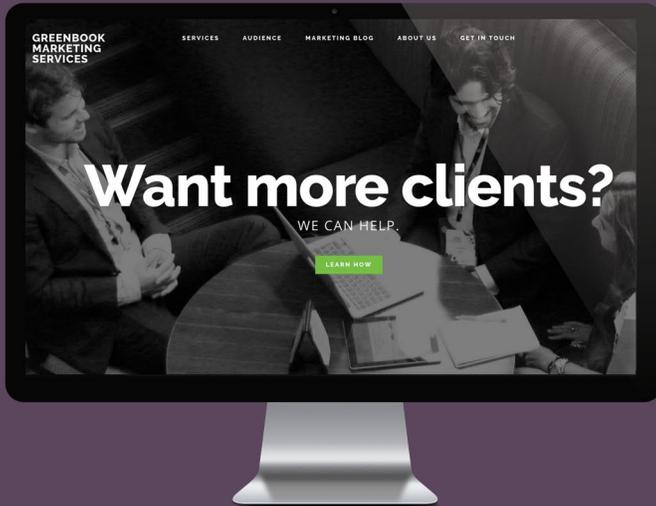
Expand your online network and readership.

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 your 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.

Ready to take your marketing beyond the Directory?



GreenBook Marketing Services 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.

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 downloadable bundle of resources to help you bring your marketing to the next level. Visit marketing.greenbook.org.

ADVERTISE

Get your brand in front of tens of thousands of research buyers with online advertising in our email newsletter, on the GreenBook Blog, and on the GreenBook Directory homepage.

SPONSOR OR EXHIBIT AT IIEX

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

HOST A WEBINAR

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).

PUBLISH ON THE BLOG

Position yourself as a thought leader to 30,000+ monthly readers by featuring your original content in a sponsored post on the GreenBook Blog.

FEATURE YOUR COMPANY IN THE 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 will download the next edition. Opportunities include:

- Sponsored commentaries
- Print and online display advertising
- GRIT webinar panel participation



Want to up your marketing game? We can't wait to help you.
Contact us at marketing@greenbook.org.

Create your listing today at www.greenbook.org

Create your account online:

1. Go to www.greenbook.org and click on **ADD PROFILE TO DIRECTORY** in the upper right corner. Register for a GreenBook account, or login with your existing account.
2. Click on **CREATE NEW LISTING**.
3. Select a template for your new listing. A template highlights the enhancements and features that you should consider including in your new listing – based on the type of your market research business or marketing objective. You are free to select any listing enhancements or change the template at any time.
 - **Strong Start** – you want to cover the essentials
 - **Research Facility** – your business involves a physical research facility
 - **Top Placement** – stand out in the search results and get maximum leads
 - **Brand Visibility** – when building brand awareness is of critical importance
 - **A la Carte** – you've got it, you want to choose all enhancements by yourself
4. Enter the details for your listing. When ready, proceed to **CHECKOUT**.

Select listing features to fit your needs.

2018-19 LISTING FEATURES & ENHANCEMENTS	
Basic Listing	\$275
Facility Photos & Facts	\$95
Market Research Specialties	\$30
Logo	\$200
Branch Office Listing	\$90
Special Product & Service Listing	\$125
Featured Specialist Positions	\$150 - \$600
Website Marketing Package	\$500

BANNER ADVERTISING OPTIONS	
Market Research Specialty pages	\$200 - \$600
Geographical pages	\$200 - \$600
Home Page – Small Banner (3 months)	\$1,800
Home Page – Large Banner (3 months) <i>(also in rotation throughout GreenBook.org)</i>	\$5,000
Home Page – Text Announcement (1 month)	\$2,400

All prices (excepting Home Page advertisements) are for a full year of advertising.



Ready to get started? Have questions?

Connect with Erin McDonnell, your Directory advisor:

Phone: +1.972.962.6226 | Email: erin@greenbook.org