

ThirdSectorinsight

Transforming Lead Generation

Third Sector Insight is a groundbreaking new resource which is home to the most popular whitepapers, surveys and webinars in the non-profit field. All products benefit from detailed audience research, technical know-how and targeted marketing to generate charities the richest possible leads. Have a look at www.thirdsectorinsight.com.



Some examples of our webinar, survey and whitepaper homepages on *Third Sector Insight* are shown below:

Webinars

Whitepapers

Surveys

Some results from Third Sector Insight:

- ▶ 100% delivery of guaranteed leads
- ▶ 82% advertiser rebook rate
- ▶ 4.8 out of 5 stars average audience rating

Third Sector Insight's clients have had a great success in running campaigns featuring various combinations of our 3 core activities - webinars, whitepapers and surveys. Please refer to the pricing matrix below:

Pricing

Combination	Leads	Cost
Webinar	100	£7,500 + VAT
Survey	100	£6,950 + VAT
Whitepaper	100	£3,000 + VAT
Survey + Webinar	200	£12,450 + VAT
Webinar + Whitepaper	200	£11,050 + VAT
Survey + Whitepaper	200	£10,950 + VAT
Survey + Webinar + Whitepaper	300	£16,950 + VAT

* The whitepaper options include Third Sector Insight creating the whitepaper for you.

** The webinar option refers to dial-in audio; other formats are available.

"Third Sector Insight is not just about lead generation... it's about ROI"

Choose The
04 May 2012
Do you really know how to manage your
money? Have your investments been
how can you make them the right

you looking
them? more

"We are very pleased with the survey and now have over 250 new leads!"

Renata Knapikova,
Enterprise Marketing Management, IBM

Understand Your Audience

Third Sector Insight's survey offering gives you detailed information regarding your target market. Sponsoring one gives you relevant leads from our database as well as their answers to each of the survey questions. Surveys can also form a great prelude to webinar packages as they provide a number of practical findings to add into the live discussion.

Third Sector Insight Survey

Engaging With Potential Corporate Partners Online

1. How does your charity currently try to find and engage corporate donors?

- Personal Activity
- Events
- Email
- Face-to-face
- Social Media
- Online Marketing
- Other (please specify)

2. What kinds of opportunities and benefits does your charity currently offer potential corporate partners?

- Existing/Event Corporate
- Sponsorship
- Marketing and Branding
- Volunteering
- Staff Development
- Charitable Offer
- Other (please specify)

3. What type of corporations/brands would you be interested in partnering with?

- Insurance
- Finance
- Banking
- Energy
- Retail
- Food and Beverage
- Media
- Other (please specify)

What's Involved?

- ▶ We work with you to compile some relevant questions on your subject of choice that will give you detailed insight into your audience's key concerns
- ▶ We incentivise your target market to take part in the survey (by giving away an iPad2 for example)
- ▶ We market the survey to the right people to ensure that you get the right leads
- ▶ We send you a full report that gives you the leads of all respondents plus a collated graph of the key findings to use in your product development and follow-up
- ▶ We give you tried-and-tested advice to help convert your leads

Promotion

We use a range of channels spanning Haymarket titles such as *Third Sector*, *Brand Republic*, *Marketing*, *Management Today* and *PR Week* to ensure that we reach and breach the minimum number of leads promised. Below are just some of these:

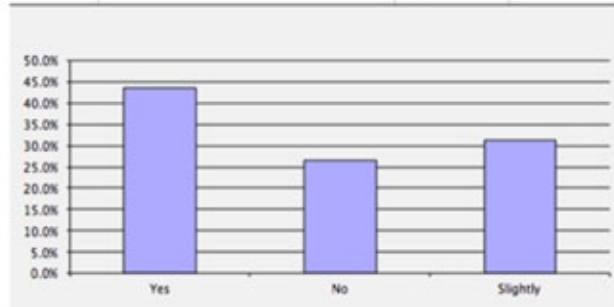
- ▶ Emails to all relevant, opt-in professionals within Haymarket's database (c. 10,000 each)
- ▶ Targeted emails to people who have demonstrated an interest in similar topics (c. 500 each)
- ▶ Display adverts on relevant sites such as *Third Sector* (c. 96,000 unique users p/m) and on relevant bulletins
- ▶ Targeted use of social media sites such as Twitter and LinkedIn (over 10,000)

Reports

Collated responses -

We provide the collated answers to each question in a report including graphs and tables:

Answer Options	Response Percent	Response Count
Yes	43.5%	107
No	26.4%	65
Slightly	31.2%	76
	answered question	248
	skipped question	0



Pricing

- Survey to include 100 leads - £6,950 + VAT
- Survey to include 150 leads - £9,450 + VAT
- Survey to include 200 leads - £11,650 + VAT

*If activity is done together with a webinar or whitepaper as part of a package, we can offer a discounted rate.

"Third Sector Insight is not just about lead generation... it's about ROI"

"We were very pleased with the service and the speed at which they were able to generate our leads."

Hannah Bourne, Marketing, Dorling Kindersley

Inform Your Audience

Third Sector Insight's whitepaper offering gives you leads from within your target market as well as a platform through which to engage them with your expertise. Uploading your whitepaper onto *Third Sector Insight* allows you to benefit from extensive promotion across the Third Sector network. You will receive regular lead reports of all relevant professionals who download your whitepaper.



What's Involved?

- ▶ We post your whitepaper(s) on the *Third Sector Insight* whitepaper library
- ▶ We market the whitepaper to your target audience
- ▶ We send you a leads report that gives you the leads of all those who have downloaded the report

Promotion

We use a range of channels spanning Haymarket titles such as *Third Sector*, *Brand Republic*, *Marketing*, *Management Today* and *PR Week* to ensure that we reach and breach the number of leads promised. Below are just some of these:

- ▶ Text adverts on email news bulletins
- ▶ Text adverts next to relevant online content such as news articles
- ▶ Emails (where necessary) to relevant, opted-in professionals within Haymarket's database
- ▶ Promotion on major social media channels, including Twitter, LinkedIn and Facebook
- ▶ Print adverts in relevant Haymarket publications

Lead Report

We send you detailed lead reports - including:

- ▶ Full name
- ▶ Job Title
- ▶ Company/ Charity
- ▶ Phone
- ▶ Email
- ▶ Industry
- ▶ Company size

Example of Whitepapers - created by *Third Sector*



Pricing & Guarantees

£30 per lead*

* *Third Sector Insight* can now create your whitepaper for you

** *Third Sector Insight* whitepapers also work well when combined with surveys and webinars. Please ask about packages.

"*Third Sector Insight* is not just about lead generation... it's about ROI"

ThirdSectorinsight

webinars

"Haymarket run a very professional webcast offering. The content was well managed and matched to the target audience. The focus on ROI also ensured that the follow-up wasn't forgotten - we have 200+ new contacts to date."
Robyn Collyer, Sales Director, Aprimo, October 2010

Talk To Your Audience

Third Sector Insight's webinar offering is a complete package. We don't believe that lead generation is an open and shut exercise and we work with you to ensure the content, marketing, technical delivery and follow-up of your webinar are all just right to give you maximum audience engagement and maximum conversions.

[Click the video below to find out more](#)



What's Involved:

- ▶ We research the topic of your webinar with your target market to ensure maximum relevance
- ▶ We help get a client-side speaker on board where appropriate and provide a moderator from our editorial team
- ▶ We market the webinar to the right people to ensure that you get the right leads
- ▶ We manage the full technical delivery of the webinar
- ▶ We enrich the leads we send you through votes, questions and ratings so your sales team's approach is informed
- ▶ We give you tried-and-tested advice to help convert your leads

Promotion

We use a range of channels spanning Haymarket titles such as *Third Sector*, *Brand Republic*, *Marketing*, *Management Today* and *PR Week* to ensure that we reach and breach the minimum number of leads promised. Below are just some of these:

- ▶ Emails to all relevant, opt-in professionals within Haymarket's database (c. 10,000 each)
- ▶ Targeted emails to people who have demonstrated an interest in similar topics (c. 500 each)
- ▶ Display adverts on relevant sites such as Third Sector (c. 96,000 unique users p/m) and on relevant bulletins
- ▶ Targeted use of social media sites such as Twitter and LinkedIn (over 10,000)

Example individual page:



Pricing & Guarantees

Prices vary according to the minimum number of leads requested and the format you choose:

- Dial-In live audio webinar (min. 100 leads): £7,500 + VAT
- Live audio or video from studio (min. 200 leads): £13,750 + VAT

*If activity is done with a survey or whitepaper as part of a package, we can offer a discounted rate

"Third Sector Insight is not just about lead generation... it's about ROI"