

"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

The screenshot shows a survey interface with three main questions:

- Q1:** How does your charity currently try to find and engage corporate donors? (Options: Personal Activity, Events, Email, Print Marketing, Social Media, Online Marketing, Other (please specify))
- Q2:** What kinds of opportunities and benefits does your charity currently offer potential corporate partners? (Options: Existing/Event Campaigns, Sponsorship, Marketing and Branding, Volunteering, Staff Development, Creative Ideas, Other (please specify))
- Q3:** What type of corporations/brands would you be interested in partnering with? (Options: 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:

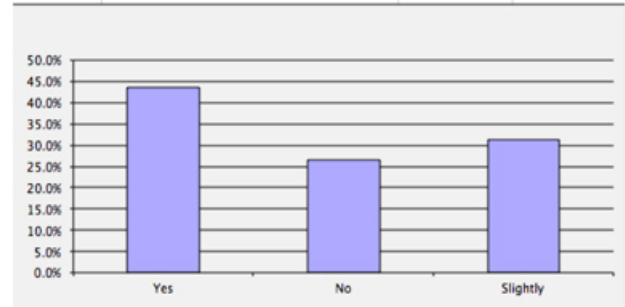
- ▶ Emails to all relevant, opt-in professionals within Haymarket's database (c. 10,000 each)
- ▶ Targeted emails to people who have demonstrated an interest in similar topics (c. 500 each)
- ▶ Display adverts on relevant sites such as *Third Sector* (c. 96,000 unique users p/m) and on relevant bulletins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