



SMB 360

Market Insights Service

SMBs do not buy technology solutions in a vacuum. Organizational structure, scope, goals, attitudes and experiences are key factors in determining what, when and how they will use technology in their businesses. As a brand marketer, you need to understand how business and technology intersect to ensure that strategies and campaigns resonate with your target SMB audience. And you need compelling content to engage SMB prospects in a crowded and noisy market.

The *SMB 360 Market Insights Service* provides research-based analysis and thought leadership to help you refine your SMB marketing strategy and deliver content to set your brand apart.

WHAT DOES THE SMB 360 MARKET INSIGHTS SERVICE OFFER?

1

Survey results from the **SMB 360: Connecting the Dots Between Business and Technology Study** (scheduled to field in early fall 2018) will reveal how SMBs operate their businesses and what role technology plays in those operations.

2

Your choice of marketing content based on the study. We tailor the material to align with your marketing requirements. We provide research briefs, reports, ebooks, webinars, event presentations, infographics and more.

3

Flexible packaging and pricing options.

THE SMB 360: CONNECTING THE DOTS BETWEEN BUSINESS AND TECHNOLOGY STUDY

The **SMB 360: Connecting the Dots Between Business and Technology Study** is a survey of SMB business resources, requirements, drivers and challenges. It will examine how these variables affect SMB technology priorities and purchasing decisions. It will show how SMBs approach new technologies and whether they adopt them. This study will provide marketers with a holistic view of the SMB market and deliver insight into how business characteristics shape technology decisions and planning.

Because the term “SMB” represents many diverse, fragmented market subsegments, survey results will be categorized and analyzed by employee size, industry, business age and other relevant variables.



BUSINESS INSIGHTS

will feature SMB revenues and forecasts; attitudes and goals; human resources (internal employees/external contractors) responsible for different functions; sales channels; marketing channels; decision-making responsibility; and more.



TECHNOLOGY INSIGHTS

will feature current and anticipated technology solutions; deployment methods (cloud, hybrid, on-premises); solution selection criteria; preferred information; guidance and purchasing channels; and more.

SOLUTION AREAS COVERED IN THE SURVEY INCLUDE:

- Sales, marketing and customer service
- Human resources, talent management and payroll
- Business intelligence and analytics
- Productivity and collaboration
- Accounting, financials and ERP
- Security and data protection

Results will be cross-tabbed and analyzed to correlate key relationships between business and technology attributes. The survey will identify drivers to deepen vendor knowledge of SMB market behaviors and to establish better SMB strategies and marketing campaigns. ([Click here for more detailed survey information](#)).

Marketing content will feature data-driven, personalized thought leadership and analysis to help you strengthen your positioning at each stage of the marketing funnel—from awareness, consideration and conversion to loyalty and advocacy. The **SMB 360: Connecting the Dots Between Business and**

Technology Study results and our extensive experience as SMB analysts give us deep foundation from which to develop content that is tailored to and aligned with your requirements and goals. Ultimately, the finished product will resonate with SMB decision-makers.

We work with you to customize content to the specific SMB audience segment and funnel stage that your business targets. We create these assets in formats you select—research brief, report, ebook, webinar, event presentation, infographic or other formats. Once completed, we help socialize your content on SMB Group’s web and social sites.

SMB 360: PACKAGING AND PRICING OPTIONS:

1

SELECT A FOUNDATIONAL RESEARCH OPTION FROM COLUMN A

Choose the **SMB 360: Connecting the Dots Between Business and Technology Study** survey results and analysis for the employee size segment you need. We deliver a personalized presentation of findings to you. This also includes rights to use reference data points in press releases, marketing collateral, presentations and any other platform you create. ([Click here for more detailed survey information](#)).

2

SELECT TAILORED CONTENT BASED ON STUDY RESULTS FROM COLUMN B

SMB Group works with you to develop a theme and storyline to support your go-to-market goals. We use the most relevant data from the study to support this theme in the assets you select.

3

CALCULATE PRICING BASED ON COLUMN C.

Choose a research option from Column A, along with Asset option(s) from Column B to determine final pricing. Two or more assets (any tier) provides for a 10% discount; three or more assets (any tier) provides for a 15% discount.

A	B	C
<p>RESEARCH OPTIONS</p> <p>Survey Results and Analysis for BOTH Small AND Medium Business Segments: \$18,000</p>	<p>ASSET OPTIONS</p> <p>Tier 1: \$14,000 each</p> <ul style="list-style-type: none"> • 10 to 12-page ebook • 8 to 12-page whitepaper • Onsite event presentation • 1/2-day consulting session to review SMB go-to market strategy (requires client to share strategy prior to session) 	<p>DISCOUNT OPTIONS</p> <p>Research results plus two content assets from any tier: 10% package discount</p>
<p>Survey Results and Analysis for EITHER Small OR Medium Business Segment: \$12,000</p>	<p>Tier 2: \$7,000 each</p> <ul style="list-style-type: none"> • 4 to 6-page research brief • Webinar • Onsite event panel moderation • 3-blog post series (750 to 1,000 words per blog) • 2-hour web conference message testing session to refine product/service positioning and messaging (requires client to share strategy prior to session) 	<p>Research results plus three or more content assets from any tier: 15% package discount</p>
	<p>Tier 3: \$4,000 each</p> <ul style="list-style-type: none"> • 2 to 3-page research brief • Onsite event panel participation • Blog post (750 to 1,000 words) 	