

making the most of your research content

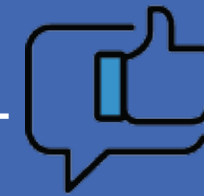
USE YOUR REPORT IN WHOLE OR IN PART, HOWEVER YOU WISH, FOR AS LONG AS YOU WISH.



According to a CMO Council study, our own Content Marketing Survey and other reliable fact-based sources, research reports are the most effective type of content used. And research content can be repurposed in a variety of formats to engage customers and drive more leads.

WHITEPAPERS

Use a few of your research charts to anchor a whitepaper that provides tips and strategies on a topic that aligns with your area of expertise.



blog and social media posts

Is it a challenge to find new ideas for blog posts? A quick review of a research chart will inspire a blog post. From "Top Tactics" to "Barriers to Success", each chart will provide the foundation of a blog post. And with 8-10 charts per report, you'll have plenty of ideas for your content team. For social media posts, a question such as "What is the most effective digital marketing tactic?" with a picture of a research chart and a link back to a landing page is an excellent strategy to engage your community.



content library

Be sure to include your Research Report on your website to improve SEO and increase visibility of the report. Consider creating a Research Library to showcase your thought leadership in the marketing community. Partnering in a Research-Based Demand Generation Program on a regular basis (2, 4, 6 programs per year) provides a consistent source of content for your Research Library as well as a reliable flow of high-quality leads.

INFOGRAPHICS

A picture is worth a thousand words. Use the research in your report to visually tell a story that will capture the attention of marketers.

PRESS AND BLOGGER COVERAGE

Independent research on topics of importance to marketers has a propensity to be featured by marketing and business media. From MarketingProfs to Forbes, we can provide expert advice on proven ways to get the media to engage with your research.



videos and vlogs

Many people would rather watch a video than read a report. So give them what they want with a video format of your research. A brief video can provide highlights from the report with a CTA to download the report or a longer version can tell the entire story of your research.

WEBINARS

Research is an ideal tool to set the stage for the topic of your next webinar. Use the research to identify a problem or opportunity and your speakers can provide expert advice on that topic. This strategy assures the attendees that the webinar will be focused on them and is worth their investment of time.



Ascend2
RESEARCH-BASED MARKETING

Research-Based Marketing for Marketing Technology and Data Companies, and Digital Marketing Agencies.

Go to Ascend2.com or call (800)762-1595 to learn more.