

# Custom Research and Industry Insights

Marketing your organization requires content with supporting data and insights. But many companies don't have the resources for a research department and/or the expertise to do it in-house. ISM can help.

ISM works with you to conduct research that generates insights into your customers or prospects. The importance of this cannot be overstated.

Studies conducted among ISM's own customers revealed that valid research on a product or service helps them make their final purchasing decision.

## Customized Research

- ISM conducts research among your customers, prospects or targeted groups within our customer base.
- Choose from two kinds of research methods based on your business needs: qualitative (focus groups, in-depth interviews) and quantitative (surveys: online, phone, mail).
- With your guidance, ISM develops a range of such products as articles, analyses and white papers.
- You can distribute the findings through your own channels or select from the options below.

## Print and Online Distribution Options

- Your research is published in *Inside Supply Management*®, distributed to ISM members worldwide.
- An abstract and a link to the full version are included in ISM's *Supply Chain Weekly* e-newsletter (more than 20,000 subscribers).
- A co-branded email promoting your research is distributed to ISM customers.
- Your research is featured in a customized event at the ISM conference most relevant to your business.

## Digital Presentation of Findings

- ISM delivers your content during a web seminar or in-person presentation.
- ISM can deliver the research findings through an email blast.
- ISM presents your research in a series of podcasts.

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**For rate details, please contact:**

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