

RESEARCH DIRECTOR ON DEMAND

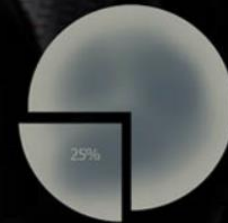
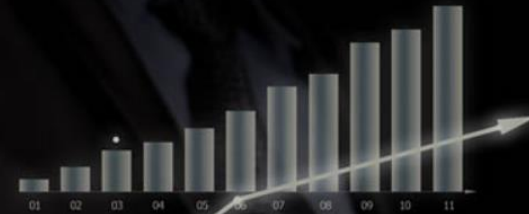
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[Research Director on Demand](#)

Who We Are

TED STASNEY

Senior Consultant

Professional Experience

Senior Marketing Consultant and Owner of Marketing Analytics Insight Consulting Services. Providing market and media research services and data analysis to a wide variety of industries including; media, automotive, telecommunications, health care & wellness, hospitality, non-profits and retail. Capabilities also include digital analysis, advertising share intelligence and media sales development and training.

Former Market Development Director & Research Director for Media General, Tampa Tribune/WFLA/TBO.com

ROBIN DISALVO

Senior Consultant

Professional Experience

Senior Marketing Consultant with expertise in numerous research tools; Nielsen/Scarborough – Prime Lingo, Claritas-iXPRESS, Nielsen Local TV, Nielsen Sitewise, Arianna, Grabix, MapInfo and MapPoint, Kantar Market Advisor Database, Media Monitors, Omniture Site Catalyst, comScore and Compete web analytic tools. Wide Orbit Media Sales, CRM-Sugar, Salesforce, Borrell Compass, AutoCount, SQAD, EMSI Economic Monitoring, MS Office 2013; Microsoft Excel, Access, Word and PowerPoint.

Former Research Director at WFLA-TV NBC and WTTA Great 38 and former Senior Marketing Analyst at The Tampa Tribune & TBO.com



RESEARCH DIRECTOR ON DEMAND

Providing valuable research and analysis services when you need them

We Turn Information Into Action.



What We Do

- ✓ An alternative to replacing and finding experienced research staff.
- ✓ A timely way of getting the sales staff back to selling – hitting the streets with research selling opportunities.
- ✓ Full market and media research/analysis services when you need them.
- ✓ Years of experience in print, broadcast and digital.
- ✓ Best-practice expertise in research and presentations.
- ✓ Real-time insight and assistance for sales proposals and one sheets.
- ✓ Strategic partnerships with leading research and data sources.
- ✓ Other research services include circulation and audience analysis.
- ✓ Price competitive – offering lower prices for your research needs.



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Five Easy Steps To Your Research Needs

Let our research team find your research needs, Our needs assessment includes:

1. Discovery – we determine what current research you have or subscribe to i.e. Scarborough, Media Audit, Claritas, proprietary research, etc.
2. Then we analyze your data to find the best way to position your products and tell your story for sales.
3. If you don't currently have research – we can conduct it for you or provide you with various options to obtain the research you can use.
4. We will prepare one-sheets and build a sales library for your sales staff. This step provides your team with an easy access to sales sheets, to prepare presentations and proposals, and provide your clients with the best recommendations.
5. We will provide your staff and sales teams with the training they need to best utilize the research we provide to move to the next level.



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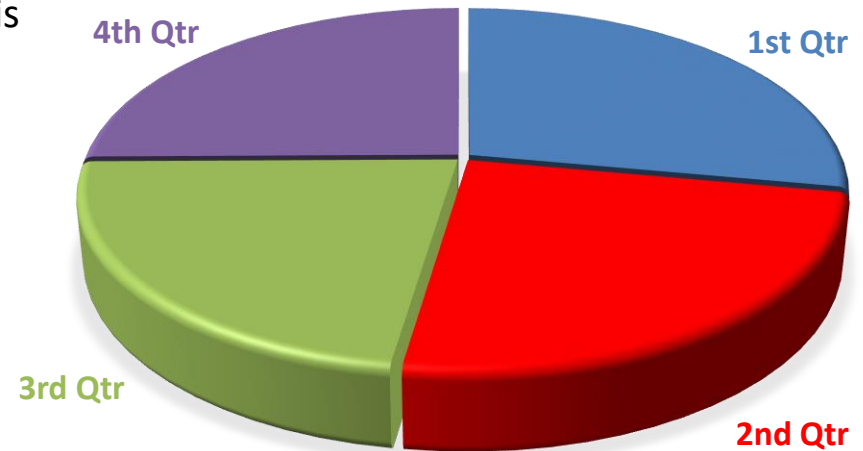
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We Turn Information Into Action.

We Give Your Team the Tools For Success

- ✓ Get the information you need, when you need it
- ✓ Sell more through targeted products and audiences
- ✓ Benefit from streamlined data collection and analysis
- ✓ Improve your data quality
- ✓ Turn numbers into insights
- ✓ Learn to use the information you already have

SALES ↑



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Some of Our Clients

South Bend Tribune

- Media comparison analysis deck
- Prepared presentations
- Create rate sheets
- Built a 500+ sales library



Century Printing & Packaging, Inc.

- Conducted Front Page Sticky Notes Surveys for both Advertisers & Readers
- Prepared numerous sales sheets



Florida Newspaper Advertising and Marketing Executives - FNAME

- Conducted Membership Survey



Tampa Hillsborough EDC

- Conducted Millennial Survey



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OUR CONTACT INFORMATION



**MARKETING
ANALYTICS
INSIGHTS**

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MARKETING ANALYTICS INSIGHTS

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ANY QUESTIONS?



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