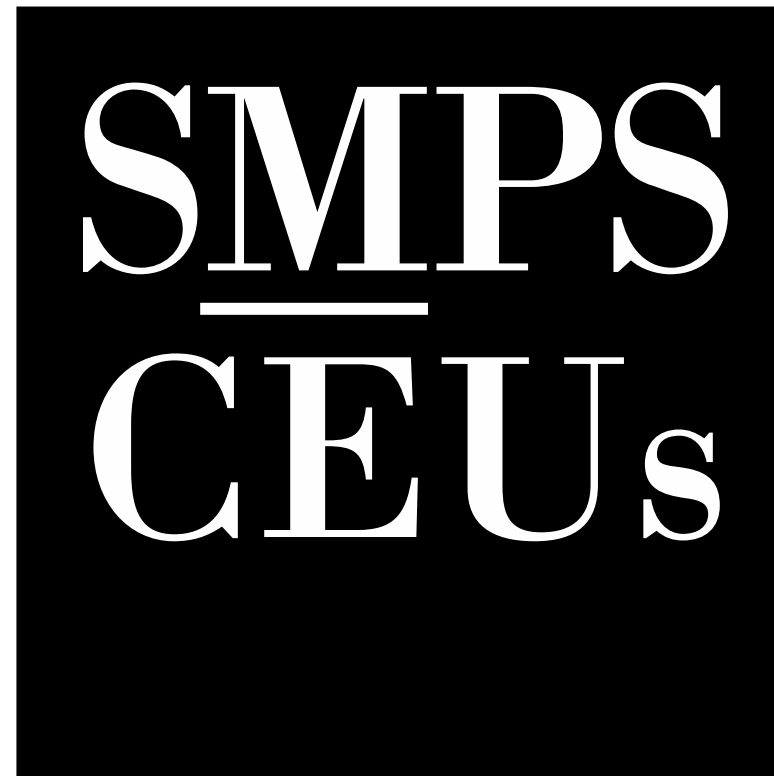


How B2B Research Can Supercharge Your Content Strategy

Kelly J. Waffle and John Tyreman

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Presenters



Kelly Waffle

HEAD OF DIGITAL STRATEGY

kwaffle@hingemarketing.com

Connect with me on LinkedIn:
[in/kellyjwaffle](https://www.linkedin.com/in/kellyjwaffle)

Connect on Twitter:
[@KellyJWaffle](https://twitter.com/KellyJWaffle)



John Tyreman

SENIOR RESEARCH MANAGER

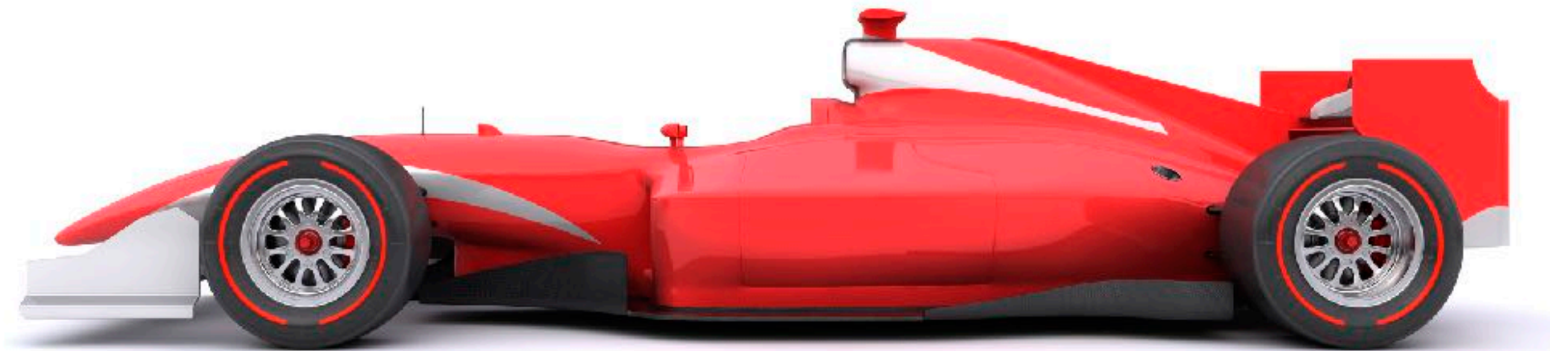
jtyreman@hingemarketing.com

Connect with me on LinkedIn:
[in/johntyreman](https://www.linkedin.com/in/johntyreman)

Connect on Twitter:
[@John_Tyreman](https://twitter.com/John_Tyreman)

Agenda

- Why original research makes good marketing content
- How high-growth firms use original research in their content strategies
- What it takes to do original research
- How you can leverage the benefits of research without doing all the work

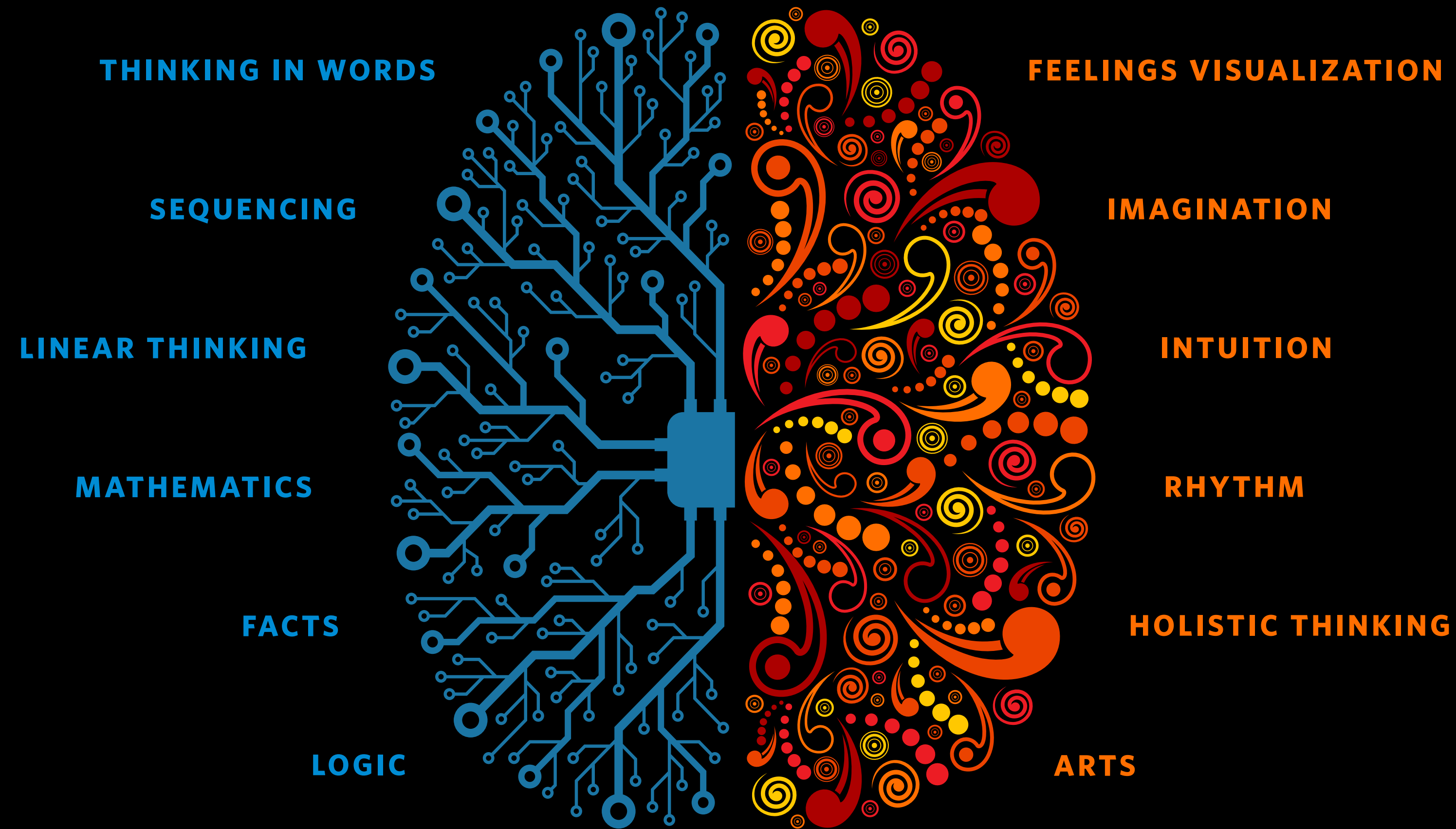




How High-Growth Firms Use B2B Research Today

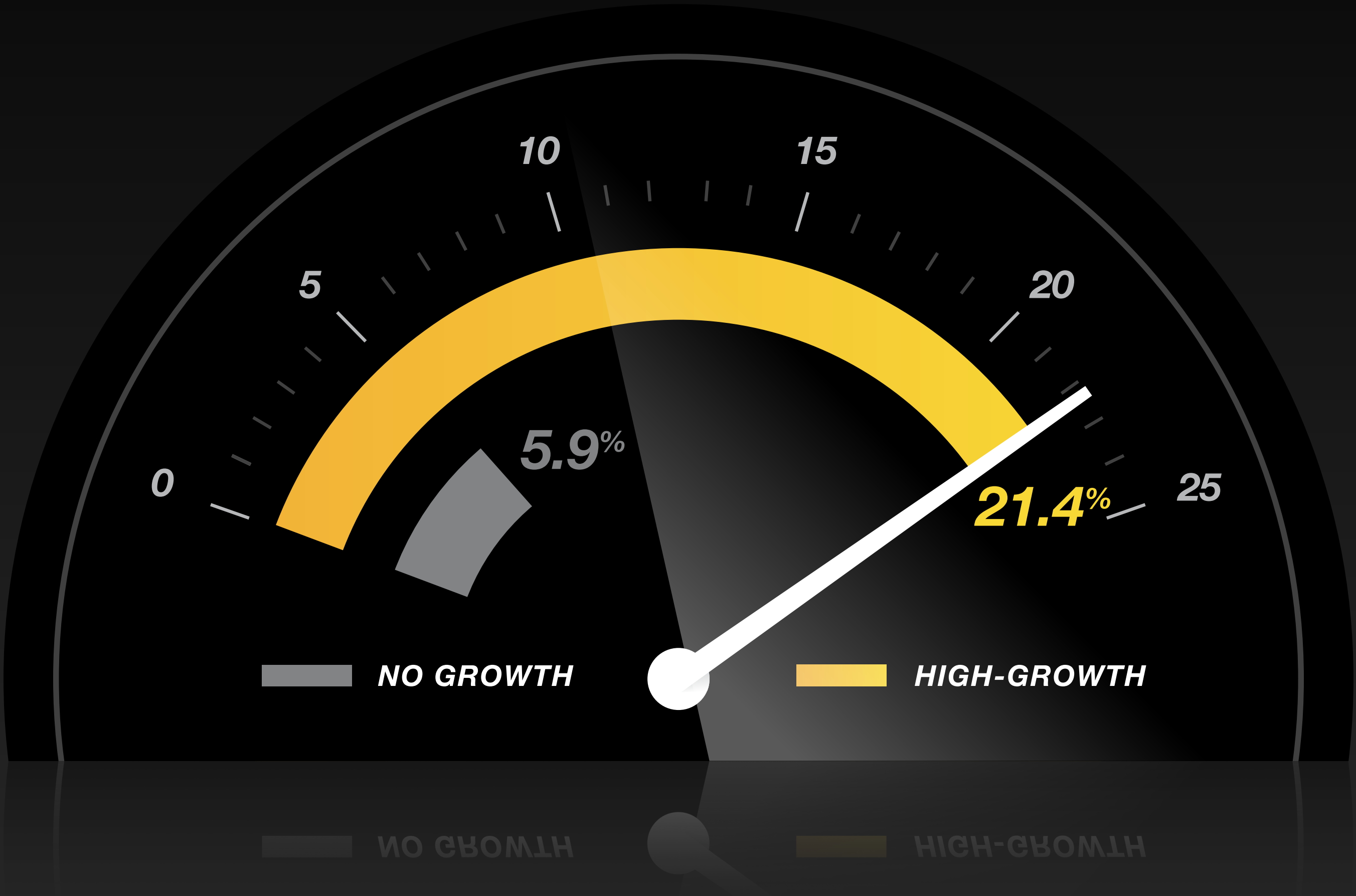


Use research & storytelling to appeal to both sides of the brain

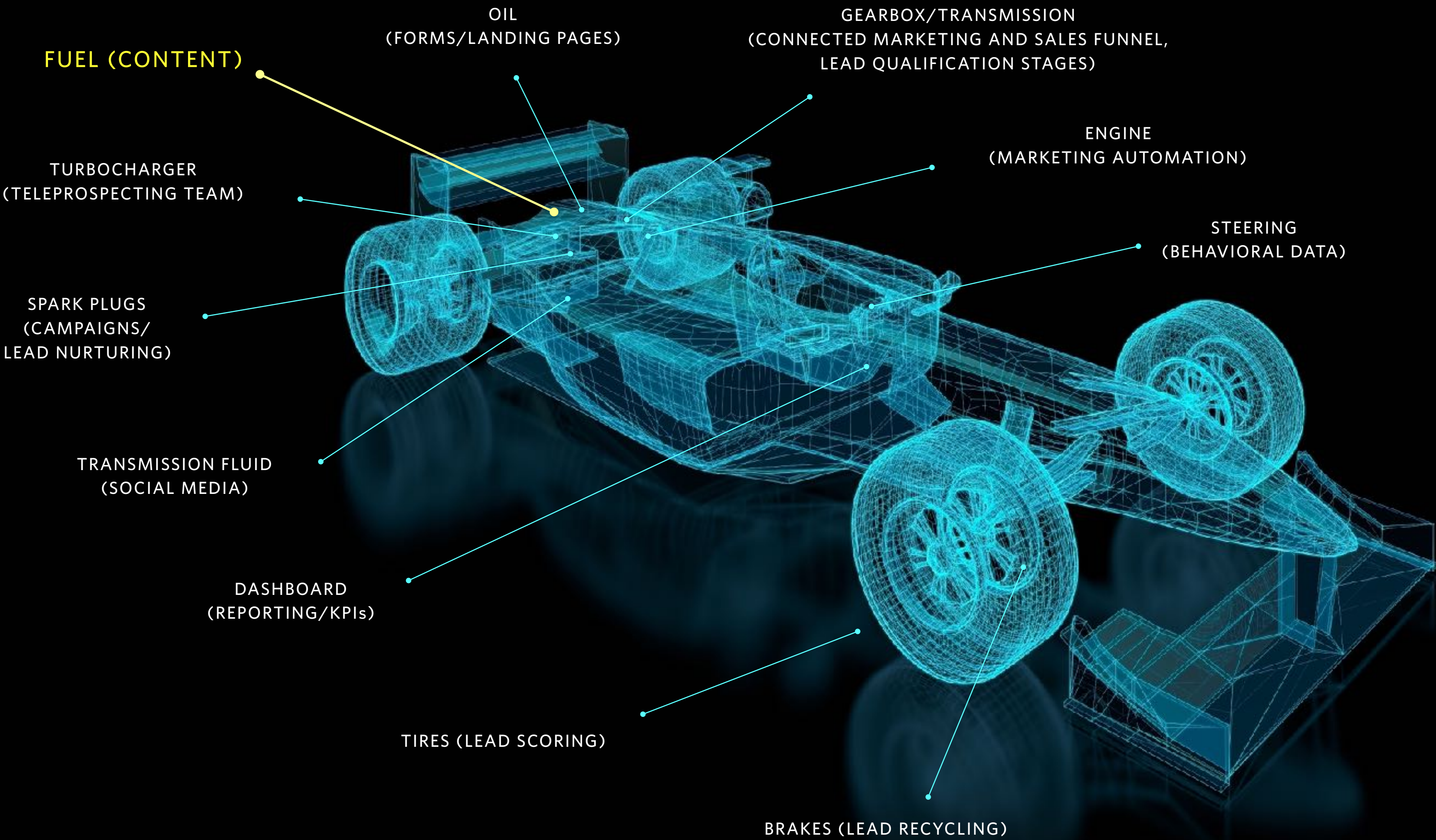


High-growth firms are 3x more likely to use original B2B research as content

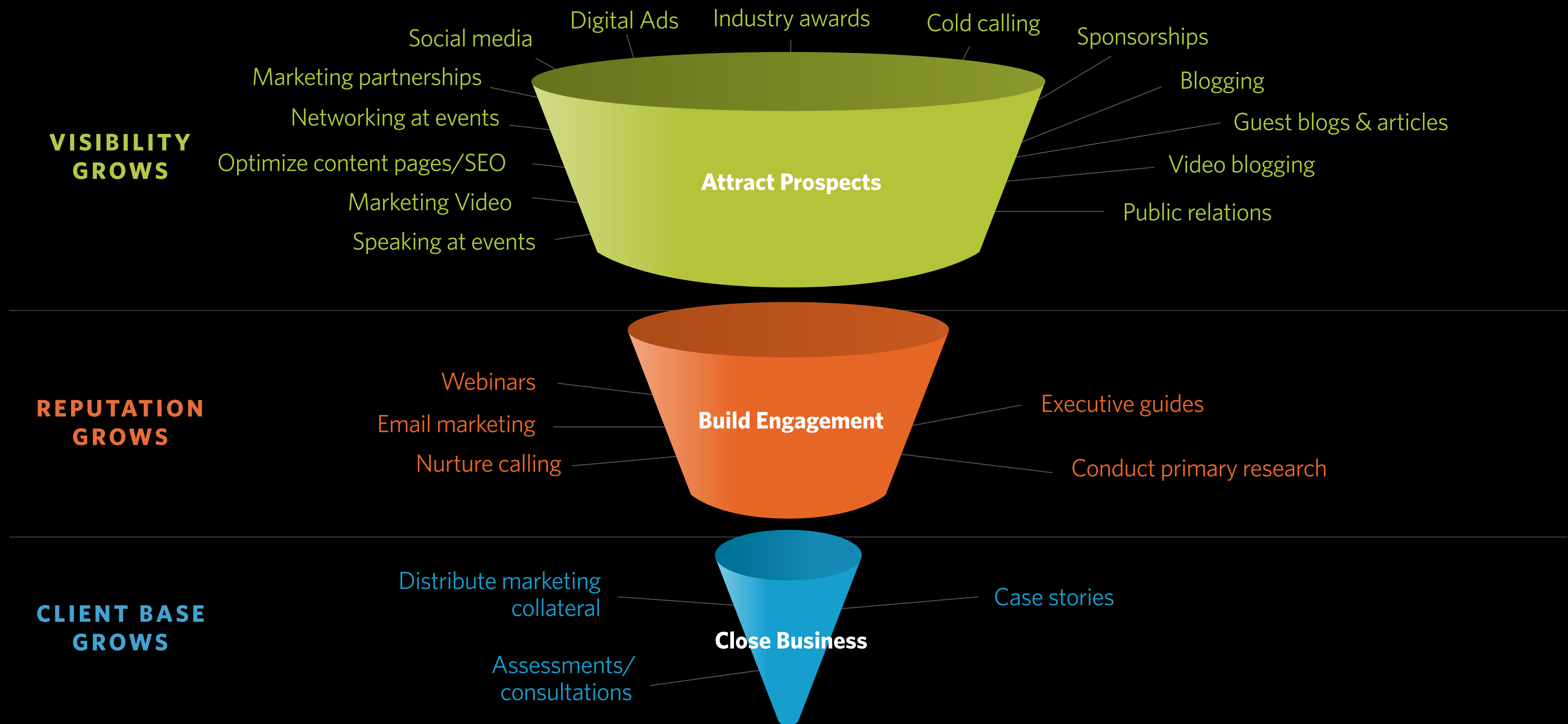
Professional Services Companies who use
Original Research in their Marketing Strategy



Content is the fuel to your marketing engine



Original research can strengthen your marketing funnel





5 Ways to Use B2B Research in your Content Strategy



Nice data... but what does it mean?



Outsource the research process

Pros

- > Work with specialized research analysts
- > Access to expert analysis
- > Saves your business time

Cons

- > Coordination with outside resource
- > Contractor/vendor expense



License original B2B research

Pros

- > More cost-effective than custom research
- > Immediately available
- > Access to copyright intellectual property

Cons

- > Limited control of research design



License original B2B research



Sponsor an upcoming study

Pros

- > Associates your business with a credible third party
- > Increases your visibility

Cons

- > Limited control of research design



Sponsor an upcoming study



Collaborate on a co-branded study

Pros

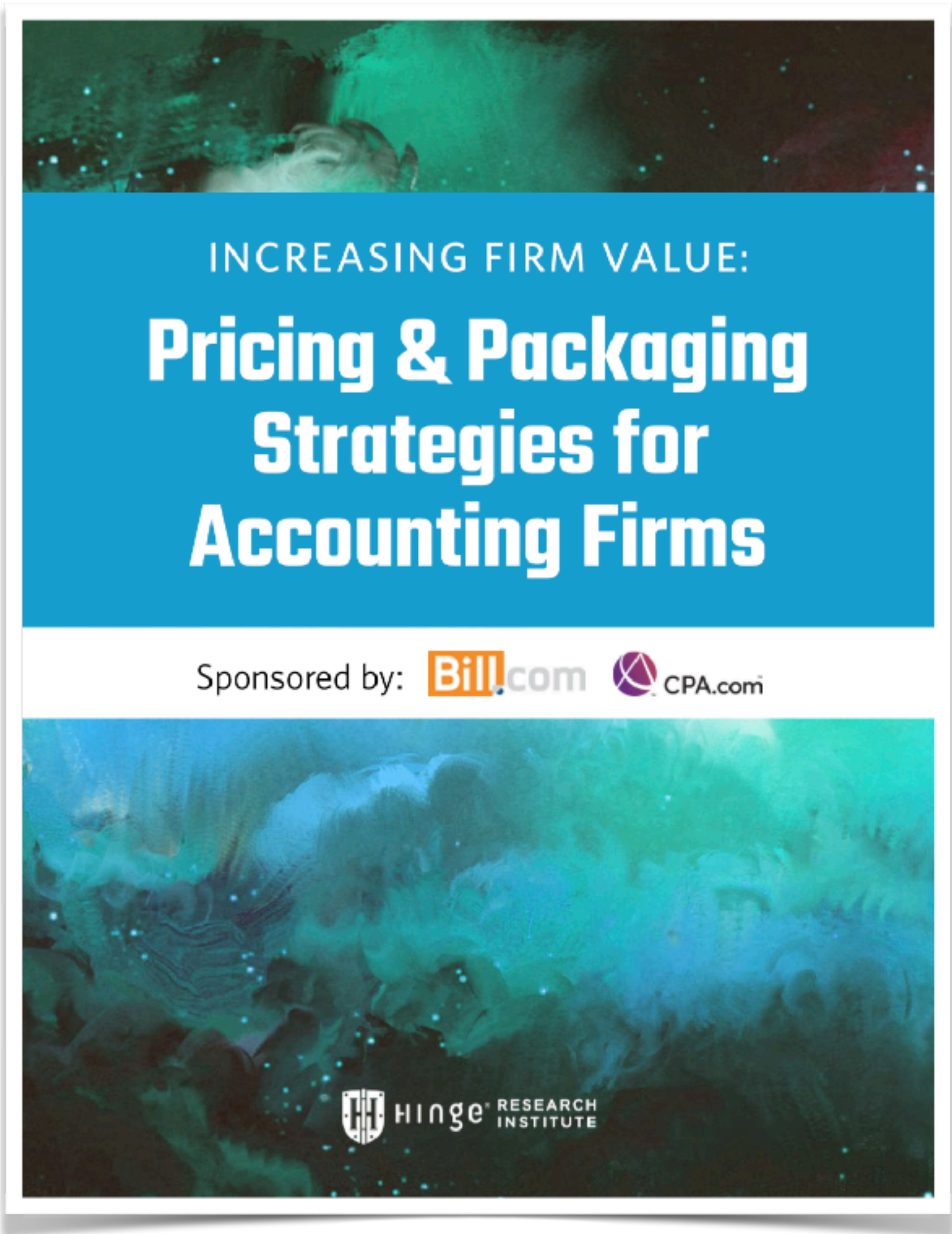
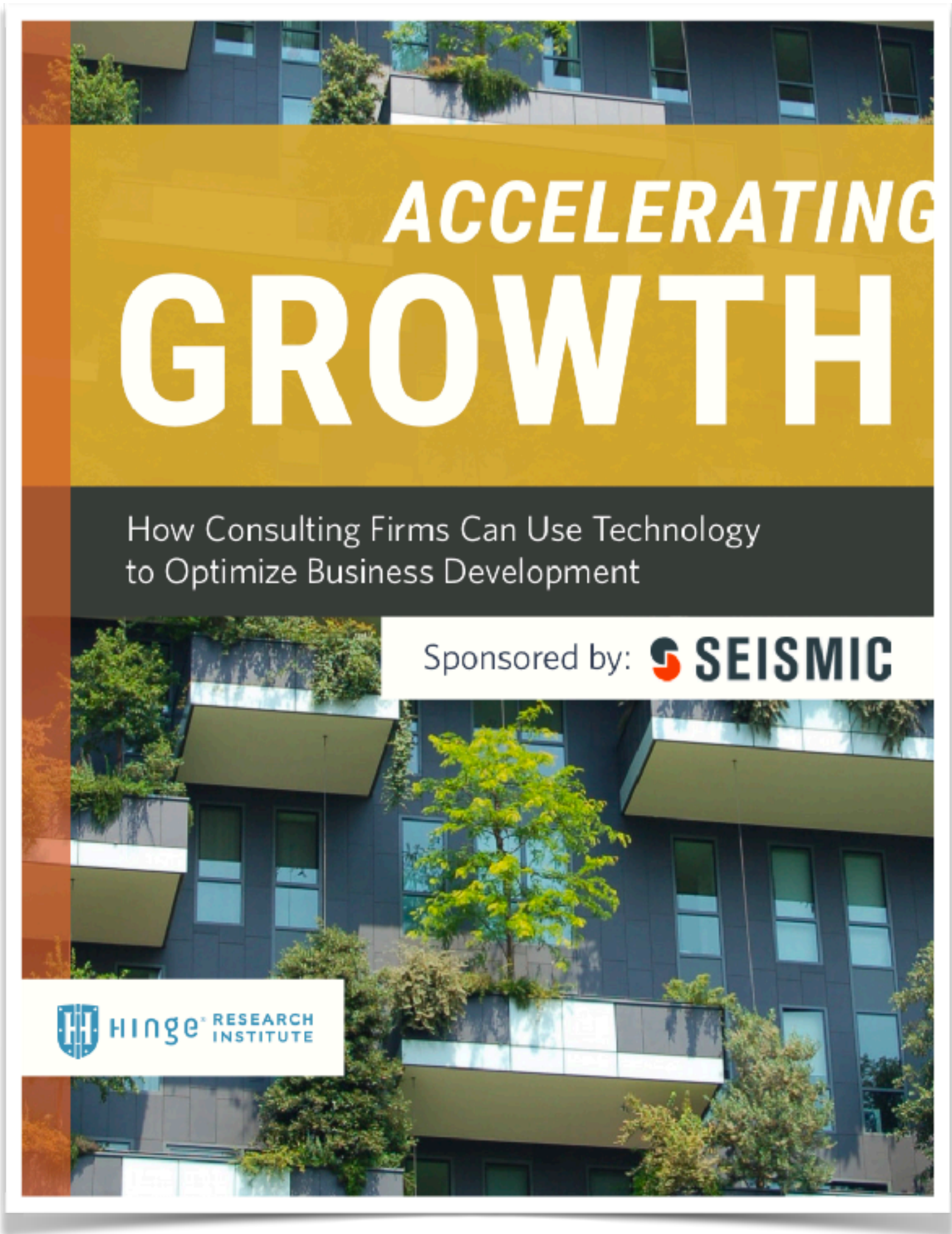
- > The most customized way to collaborate
- > Shared intellectual property rights
- > Long shelf-life
- > More flexibility to repurpose content

Cons

- > Significant up-front investment
- > Takes significant calendar time to produce



Collaborate on a co-branded study



Present findings in a co-branded webinar or live event

Pros

- Co-present with a credible subject-matter expert
- Leverage promotional firepower of partners

Cons

- Coordinating with other presenters
- Technological challenges



Present findings in a co-branded webinar or live event

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Kristina Troutman • 1st
Director, Marketing
1w • 🌐

This panel has spoken. High growth firms manage talent well, find and amplify their niche, invest accordingly, and surprisingly...empathize
[#hallmarks](#) [#hinge](#)





SECRETS TO GROWING YOUR FIRM 5X FASTER

from [CPAAcademy.org](#)

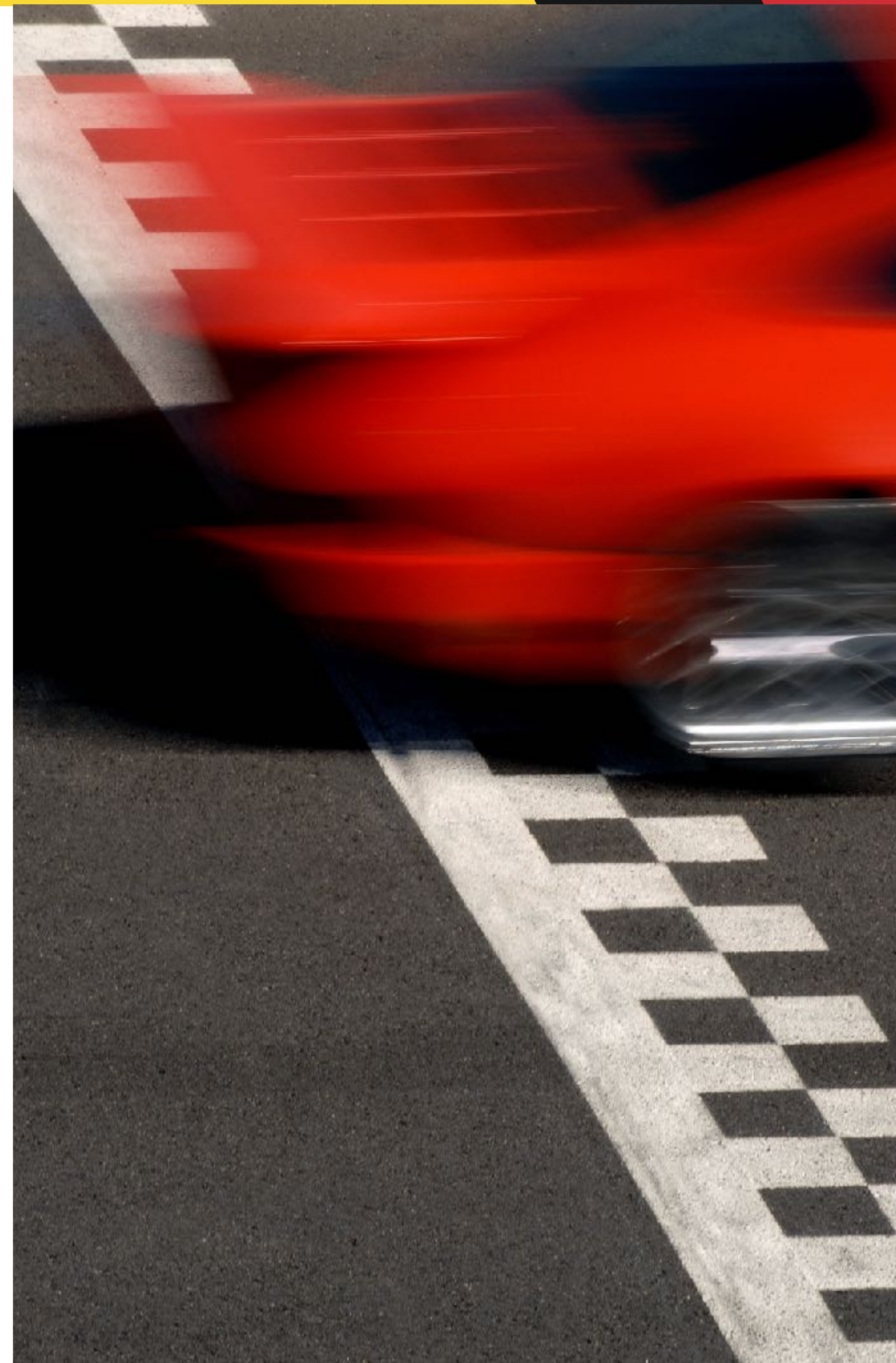
About the Research

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Conclusion and Takeaways

- Content fuels your marketing engine
- Research makes content appeal to both sides of the brain
- Publishing an original research study can be used as "seed" content
- High-growth firms use research as content — and so can you!





IT'S TIME TO STEP ON THE GAS

Request a complimentary research consultation today. Qualified respondents will be eligible for a 30-minute meeting to review how you can leverage original research to grow your business.

What we'll cover:

- > Your marketing goals
- > Your target clients
- > Your roadmap to using original research

Accelerate Your Growth

Thank you! Questions?

Kelly J. Waffle

Head of Digital Strategy, Hinge Marketing

kwaffle@hingemarketing.com

Connect with me on LinkedIn:

[in/kellyjwaffle](https://www.linkedin.com/in/kellyjwaffle)

John Tyreman

Senior Research Manager, Hinge Marketing

jtyreman@hingemarketing.com

Connect with me on LinkedIn:

[in/johntyreman](https://www.linkedin.com/in/johntyreman)

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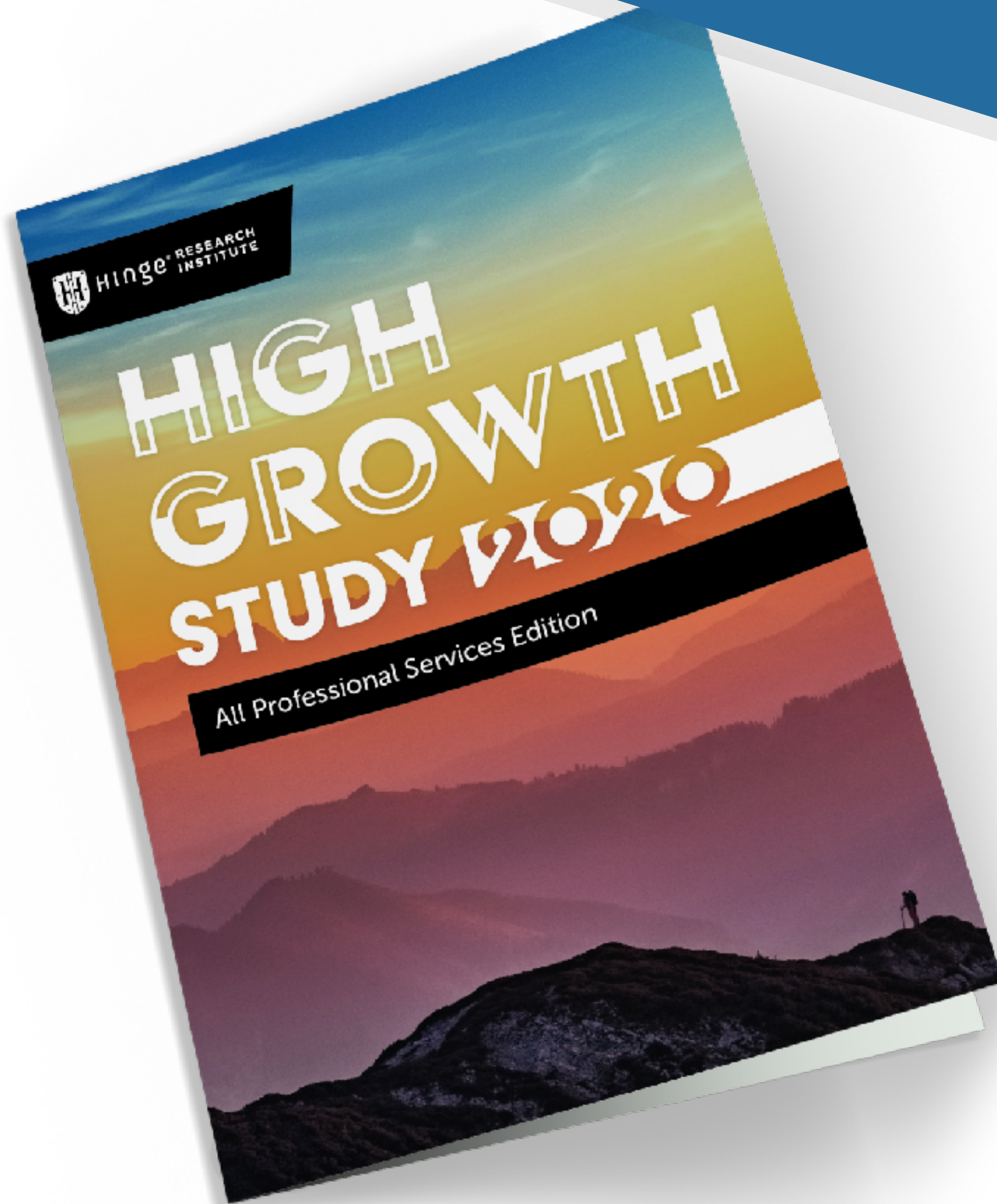


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Participate in the 2020 High Growth Study



The Hinge Research Institute is launching its 5th annual High Growth Study. This year's research study promises to be bigger and better than ever, but we need your help.

Click the link below and participate in this year's survey!

Participants will receive the following:

- > Participants get an advance copy of the results
- > Invitation to live webinar breaking down the results
- > One entry to win a new iPad 8

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