### Market & Audience Studies

- Evaluate the market before launching a new product or service
- RDG Media designs studies to better help you gauge your target audience’s current and future needs for a product or solution
- Can be developed to assess market buying behaviors and trends, product usage and purchase intent, etc.

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### Custom Lead Gen Research Briefs

- A valuable information asset that is promoted to your target audience and leveraged as a credible co-branded resource and lead generation mechanism
- Turn your Brief into Qualified Leads
- Customized registration page captures qualified leads
- Your 6 to 8 page research brief is posted on our Resource Center as a White Paper
- Dedicated marketing to our subscriber list will generate numerous qualified leads

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We work with **clients of all sizes** on large to small projects

And have exclusive access to decision-makers in our B2B audience
Our expertise in quantitative & qualitative research informs, advises, and provides decisive direction across each phase of this journey.

**IDEATION**
Who should I target? What is the current state of the marketplace? What offerings could I create?

**DEVELOPMENT**
How do people want to shop and consume my category? What are the strengths of my idea and how do I position it?

**MEASUREMENT**
How do I know if I’m successful? What do consumers think of us? What remaining gaps do we need to solve for next?

**OPTIMIZATION**
How do I launch this idea in the most profitable way? With the broadest appeal and strongest reach?
have a
QUESTION?

Contact Us!

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