Reach more market research buyers to generate leads and grow your business

Create your listing in the GreenBook Directory

GreenBook.org
Go where the buyers go

Be found when it matters
GreenBook.org is the leading resource for buyers of market research, attracting 50,000 monthly visitors - half of them from outside of North America. The GreenBook Directory is where research buyers start when they are looking for new partners and building shortlists of research partners. If your company is not listed, you will not be considered and won’t receive the inquiries that your competitors do.

Reach the right audience
GreenBook serves a qualified, professional audience of decision-makers. 12% are C-Level/Owner/Partner, 15% are Vice President or Director, 23% are Manager, 31% are Professional (Non-Manager), and 19% belong to other categories.

Get ROI that compounds
Listing companies see a positive return on their investment with the very first project facilitated by the Directory. This return multiplies over time as you build lasting relationships and secure more projects with each new buyer.

Improve your SEO
Links from the Directory strengthen your own website’s search rankings thanks to GreenBook’s long-standing reputation as a relevant, trusted, and popular online resource.

Make your listing fit your budget
The Directory levels the playing field for all business by providing a cost-effective means of reaching a large, targeted audience that you won’t find anywhere else. You are in control of every component of your listing so it’s easy to make it fit your budget.

Introducing NEW GreenBook Directory Program:

Recommended by Clients
Start inviting your best clients to share their experience!

- Directly from your GreenBook account, invite your most satisfied clients to rate a project, product, or facility, endorse your company for skills and expertise, and offer a testimonial.
- Your clients receive an email from GreenBook and fill out a simple online form.
- Each submission is reviewed by GreenBook and ratings, endorsements, and testimonials are published in the Directory.

After three positive reviews, your company will be awarded the “Recommended by Clients” badge. The badge is prominently featured in the Directory and you may use it extensively in your own marketing.

Only the clients you invite can participate and your client contact’s name is published only with their explicit approval. The client organization’s name is not published.

Build confidence among buyers with ratings, endorsements, and testimonials.
Take advantage of Recommended by Clients and receive a strong, independent credential that boosts your marketing and sales efforts. This is a free program available to all businesses in the GreenBook Directory.
We work hard on your behalf

We continue to make improvements and work to introduce several new features each year. There’s much more to come in late 2020 and in 2021!

What’s new in the Directory:

- Revamped the Directory website with a modern, responsive, and mobile-friendly design. For the first half of 2020, mobile sessions on GreenBook.org were up 43% over the same period last year.

- Promoted case studies created by listing companies.

- Restructured market research specialty pages for improved SEO. Since the start of 2020, we’ve seen a 14% increase in traffic to these key pages.

- Integrated the GreenBook Blog and the GRIT Report with GreenBook.org to draw even more visitors to the Directory.

- Created a comprehensive market research job board to better serve the needs of insights professionals.

- Allowed focus group facilities to share their current re-opening status due to the COVID-19 pandemic.

- Enabled mentions of special business designations (Women-, Minority-, and Veteran-Owned) in company listings.

- Launched the Recommended by Clients program (see details on previous page).

What’s coming soon:

- Promote listing companies that participate in the Recommended by Clients program to the GreenBook audience, including in our blog, newsletter, events, and social media.

- Enhance visibility of content provided by listing companies, such as articles, case studies, and reports.

- Drive more visitors to the Directory from all other GreenBook online properties.

- Introduce a “smart” search interface to assist Directory users with finding the most appropriate solutions and partners.

- Establish a “Request for Proposal” process integrated with a new “smart” search interface.

- Offer one free job posting on the GreenBook market research job board (listings with Website Marketing Package).

- Offer a complimentary copy of the new GreenBook Prospect Optimization Guide – see details on page 6 (listings with Website Marketing Package).

... and more – stay tuned!
Select all Market Research Specialties that describe your services

Research buyers search for agencies, solutions, and facilities by using MARKET RESEARCH SPECIALTIES. Selecting all specialties that describe your firm’s services and expertise is the simplest and most effective way to be discovered in the Directory.

Find the complete list of specialties at: www.greenbook.org/specialties.pdf
Select enhancements to be found and get leads

Include all important information in your company profile.

A Basic Company Listing consists of the following: Description of your company and the services you offer, full mailing address, key personnel, phone and fax numbers, website, email, industry affiliations, special business designations (e.g. women-owned), and top reasons for why a prospective buyer should choose your services, product, or facility.

Your company Logo commands attention and creates instant recognition. It embodies your brand, adds credibility, and introduces your company to prospective buyers.

Describe your firm’s Special Research Products & Services – your proprietary research methods, tools, platforms, panels, and software. Explain benefits, highlight key features, and upload documentation and marketing collateral.

If you operate a research facility, include Facility Photos & Facts to provide details on your location, on-site services, room setup, equipment, and recruiting capabilities. You can upload up to 12 photos (because a picture is worth a thousand words).

Secure top placement on search pages with Featured Specialist Positions.

Appear above the competition at the top of search results to substantially increase the number of buyers who click on your listing. A Featured Specialist Position is the most effective listing enhancement in the Directory to drive listing traffic:

- Market Research Specialties: Present your firm as the leading expert in a particular field of research.
- Geographical Areas: If physical location matters to your clients, improve your placement in search results for countries, states, and metro areas (US and Canada).

Bring buyers to your site with Website Marketing Package.

Upgrade your entire listing with the Website Marketing Package. Unlock features that allow your business to drive more qualified prospects to your website, create and distribute strong marketing content, and enjoy other benefits from GreenBook. [see next page for more details]

Increase brand awareness with targeted banner ads.

Banner ads display at the top of the Market Research Specialties pages and Geographical pages for a full year. We’ll even design your ad for you at no charge!

- Market Research Specialties: Use banner ads to highlight your expertise in specific market research specialties.
- Geographical Areas: If physical location matters to your clients, consider Banner Ads for countries, states, and metropolitan areas (US and Canada).

Show how your services drive results with case studies.

Case studies demonstrate how your company solves problems and drives results. Cut through the marketing hype and stand out against your competitors with real success stories. Publish case studies when you include the Website Marketing Package in your listing [see next page for details]. Case studies are highlighted in search results, and there’s no limit to how many you can feature.
Website Marketing Package

You’ve included Market Research Specialties to be found, displayed your Logo to be recognized, and selected Featured Specialist Positions to jump to the top of search results. Now, take your listing to the next level with the Website Marketing Package and drive as many buyers as possible to your own website.

NEW Get a boost in search results

With the Website Marketing Package, your listing always ranks higher in search results for Market Research Specialties and in geographical areas. Your listing shows right after Featured Specialist listings and before all listings without the Website Marketing Package. The higher in search results you are, the more exposure and traffic you get.

Attract buyers with case studies

Market research buyers look for case studies when they want to understand how a solution applies to their own challenges and to get reassurance before considering a potential engagement. With the Website Marketing Package, you can easily create short, structured case studies—which are searchable throughout the Directory.

Generate leads with content

Use content to increase the visibility of your company in the Directory and generate additional leads. Showcase your expertise by including articles, reports, press releases, or presentations. Send us your content and we’ll take care of the rest.

Bring prospects to your website

Give buyers more incentive to click with prominent “Call-to-Action” buttons. These special buttons show next to your company name every time it appears in search results as well as on your profile page—significantly increasing the number of Directory users who click through to your website. To drive even more traffic and to strengthen your SEO, the Website Marketing package also includes extra links to your website and social media accounts.

Use video for engagement

Videos are quickly becoming the preferred format for marketing content. With the Website Marketing Package, embed a video in your listing and use it to tell an engaging story, offer a tutorial, showcase your facility and equipment, or demo a product more effectively.

NEW Understand your prospects

GreenBook uses a data-driven process to create profiles of ideal prospects (market research buyers) based on our proprietary segmentation model. Receive a FREE copy of the new GreenBook Prospect Optimization Guide to improve your prospect targeting and to sharpen your marketing strategy. [Q1 2021. Standard price: $495]

NEW Find the right talent

Receive one FREE Job Posting on GreenBook’s new job board to access targeted audience of market research and insights professionals. [Standard price: $189]
Create your company listing online - it takes less than 15 minutes:

1. Go to [www.greenbook.org](http://www.greenbook.org) and click on LOG IN in the upper right corner. Enter your GreenBook account credentials.

2. Click on the GREENBOOK LISTING icon. Next, click on the NEW LISTING button.

3. Select a template. A template helps you choose listing enhancements based on the type of your business or marketing objective.

4. You are free to select any enhancements or change the template at any time.
   - **Strong Start** – you want to cover the essentials
   - **Research Facility** – for physical research facilities
   - **Top Placement** – stand out in the search results to get maximum leads

5. To save updates or changes, always click SAVE AND PROCEED at the bottom of each screen.
   Use the menu at the top to navigate between screens.

6. When ready, proceed to CHECKOUT.

Select enhancements that best fit your objectives and budget.

<table>
<thead>
<tr>
<th>2020–21 LISTING FEATURES &amp; ENHANCEMENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Listing</td>
<td>$275</td>
</tr>
<tr>
<td>Facility Photos &amp; Facts</td>
<td>$95</td>
</tr>
<tr>
<td>Market Research Specialties</td>
<td>$30</td>
</tr>
<tr>
<td>Logo</td>
<td>$200</td>
</tr>
<tr>
<td>Branch Office Listing</td>
<td>$90</td>
</tr>
<tr>
<td>Special Product/Service Listing</td>
<td>$125</td>
</tr>
<tr>
<td>Featured Specialist Positions</td>
<td>$150–$600</td>
</tr>
<tr>
<td>Website Marketing Package</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BANNER ADVERTISING OPTIONS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Search results pages:</td>
<td></td>
</tr>
<tr>
<td>Market Research Specialty <em>(full year)</em></td>
<td>$200–$600</td>
</tr>
<tr>
<td>Countries, States, Metro areas <em>(full year)</em></td>
<td>$200–$600</td>
</tr>
<tr>
<td>Home page – Large Banner (3 months) <em>(in rotation throughout GreenBook.org)</em></td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Need assistance?
Connect with Erin McDonnell, your Directory advisor:
Phone: +1.972.962.6226 | Email: erin@greenbook.org
Need help?

Connect with Erin McDonnell, your Directory advisor.

Phone: 1.972.962.6226
Email: erin@greenbook.org

For content submissions, artwork assistance, and billing inquiries, contact:
Nancy Cardenas, Senior Account Manager     1.212.848.2752    |    nancy@greenbook.org