



CLIENT STORY

If You Want To Know The Answer ... Just Ask



About TechKnow.Online

Techknow.Online is a consolidated news depository and a leading online technology publication delivering the latest news, views and reviews from the IT channel and the technology world.

TechKnow.Online is also responsible for producing Techknow.buzz, a fortnightly newsletter that is distributed to over 100,000 senior IT contacts throughout the UK. It contains the stories, updates and featured articles from TechKnow.online.

BACKGROUND

Conducting surveys and market research is one of the many marketing services offered by CPB. We recommend this service to reduce any conjecture by gathering industry information and providing independent analysis, such as;

- Obtaining a detailed understanding of a market, a trend or opinions
- Determining product and service positioning
- Producing competitive analysis
- Supporting clients in providing, and displaying, thought leadership

THE QUOTE

"Using CPB, along with ProspectaBase data to target contacts for our IT industry survey proved to be a smart move. We were able to target a wide range of IT event and marketing managers and the results gave us great insight into how events are used to promote IT products and services."

THE CHALLENGE

Techknow.Online wanted to understand more about its subscribers and readership and to establish exactly how effective events are within the IT industry.

The company wanted to know the nitty gritty about how events are used to promote IT products and services, and with what level of success.

THE SOLUTION

CPB carried out a survey on behalf of TechKnow.Online. We created a data list from ProspectaBase and worked with TechKnow.Online to create the survey questions:

- What is the real driving force behind events?
- Who is being targeted?
- Is the IT event market becoming saturated?
- Are events still considered to be worthwhile expenditure?
- Is ROI being recorded?

The survey targeted senior contacts within the IT channel to build a picture, which would inform the IT channel moving forward.

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure

THE OUTCOME

The survey showed that running events seems as popular as ever and provided interesting insight into how the IT industry views events, their efficacy and the potential ROI.

.Organisations are targeting existing prospective clients equally and seem to favour running educational type events over larger scale/budget showcase events. It's no surprise that budget, attendee numbers and team resources dominated the challenges faced, however, these challenges seem to be compensated by a high percentage of organisations experiencing good ROI.

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