Reach more market research buyers. Generate leads and grow your business.

It’s time to include your company in the GreenBook Directory.

GreenBook.org
Secure leads/new business

With an average of 70,000 visitors per month GreenBook.org is the leading resource for buyers of market research around the globe. In fact, the GreenBook Directory is where research buyers start in their search for new partners or market research “shortlists”. With over 1,000 of the industry’s biggest names, if you’re not listed, you’re giving your competitors the advantage of securing all those valuable leads.

Reach the right audience

Get ROI, then compound it

Your very first project facilitated by the GreenBook Directory will produce an ROI, and as relationships grow that ROI will multiply with each new project.

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.

Your budget, your way

Regardless of 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’re in control of every component of your listing so it’s easy to make it fit your budget.

The GreenBook Directory is the definitive place for market research buyers to find research agencies, facilities, suppliers, tools, and consultants.
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, tools, and expertise is the simplest and most effective way to be discovered in the Directory.
Build an Effective Company Listing

Include all important information in your profile

A Basic Company Listing consists of the following: Description of your company and the services you offer, full mailing address, key personnel, phone numbers, website, email, industry affiliations, special business designations (e.g. women-owned), and top selling points to make a prospective buyer 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.

Secure top placement 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]

Show images and add key specifications

NEW Image gallery: Upload images, photos, screenshots, etc. Include visuals of your facilities, software user interfaces, reporting tools, respondent screens, and more.

For Market Research Facilities:
If you operate a facility, provide details on your location, on-site services, room setup, equipment, and recruiting capabilities.

NEW For Research Software and Platforms:
As research technology develops and solutions proliferate, buyers are looking for more standardized ways to search and compare. Newly available in the GreenBook Directory, make sure to provide details about your solution’s deployment, pricing models, tech support options, and customer training opportunities.

Build awareness with 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 - just let us know!

- Market Research Specialties: Use banner ads to highlight your expertise in specific areas, services, or audiences.
- Geographical Areas: If physical location matters to your clients, consider Banner Ads to run on pages for countries, states, and metropolitan areas.
Bring Buyers To Your Website

WEBSITE MARKETING PACKAGE

☑️ Be found: Select “Market Research Specialties”

☑️ Stand out: Add “Featured Specialist Positions” for top placement

섶 Get leads: Activate “Website Marketing Package” to attract directory users to your website

VISIT WEBSITE

Drive more prospects to your website

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, 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.

Make potential clients click

Give buyers more incentive to click with prominent “Call-to-Action” buttons. These buttons show next to your company in search results and in your listing – significantly increasing the number of users who click to your website. To drive even more traffic and strengthen your SEO, include extra links to your website and social media accounts.

Capture interest with content and video

Publish case studies

Buyers look for real success stories to better understand a solution and to get reassurance before considering a potential engagement. Case studies demonstrate how your company solves problems and drives results. With the Website Marketing Package, create an unlimited number of short, structured case studies - which are highlighted and searchable throughout GreenBook.org.

Use video For engagement

Videos are 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.

Generate leads with articles

Showcase your expertise and highlight recent achievements by linking to existing articles and posts that are already published on your website.
Better Marketing, More Sales

Get recommended by clients to build trust and confidence...

“Recommended by Clients” is a FREE and EXCLUSIVE program available only to listers

As a lister in the GreenBook Directory, you can invite your most satisfied clients to rate their experience with a project, product, or facility. Secure valuable testimonials by having your clients endorse your company for your skills and expertise, directly from your GreenBook account.

Only clients invited via GreenBook can participate. Their name and organization are only published with their explicit approval. To ensure quality, each submission is also reviewed by GreenBook before publishing.

Help prospective buyers gain confidence with your ratings, endorsements, and testimonials

After three positive reviews, your company will be awarded the “Recommended by Clients” badge. The badge displays prominently next to your company name throughout the Directory.

You can use it extensively in your marketing as a strong, independent, third-party credential.

We started our Virtual Internet Panel project a few months ago and it has been a great experience for all involved. The help desk and staff have been extremely helpful throughout. Any issue or question we have had has been answered thoroughly and efficiently.

We've worked with many firms over my 25+ year career in CPG marketing for some of the world’s largest brands. TRC represents best in class and will make your project even better than you expected. They are professional, honest, strategic, with a drive for results yet nimble. Elliot and my project team were always a few steps ahead thinking through implications.

Priority Metrics Group is a great partner to get at complicated issues. Our project was to get an in depth understanding of a specific market and it was rejected by other firms due to the complexity and effort needed to achieve the goal. PMG was more than able to understand, analyze and help us through deep studies, detailed surveys and interviews with industry experts.

One of our most reliable recruiting partners. Quality/CPI ratios are in the top tier. Feasibility estimates are accurate so we appreciate they do NOT overpromise compared to others. Occasionally a little slower to assign a contact, but once they do, they are professional and helpful.

The self-serve InsightHub platform has enabled our insight team to conduct surveys in-house using our own customer data, and on occasion, using sample provided by FlexMR. There are bespoke training sessions and once you get familiar with it, the tool is easy to use.
Create your company listing – it takes less than 15 minutes.

1. Go to www.greenbook.org and click on LOG IN in the upper right corner. Enter your GreenBook account credentials.
2. Click CREATE A NEW LISTING. Next, click on the NEW LISTING button for the listing(s) you want to renew.
3. A screen where you enter your company details appears. Here, manage your basic profile information, key contacts, logo, and branch offices.
4. Continue to edit enhancements and advertising options, including:
   - Website Marketing Package
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

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$275 $95 $30 $200 $95 $125 $150–$600 $500

Need assistance or prefer to renew by phone?
Connect with Erin McDonnell, your Directory advisor:
Phone: +1.972.962.6226   Email: erin@greenbook.org