

## ONLINE FOCUS GROUPS

# When you want in-person insights from buyers and decision makers in real-time.

An on-line focus group gives you the insights of an in-person session while allowing clients and participants to simply log in from their desks, saving time and resources. The sophisticated on-line platform allows moderators and clients to view the participants in one consolidated screen, capturing all reactions.

### SIMPLE DETAILS

- One moderator, up to 8 participants
- 60-90 minutes in length
- Penton will set up, train moderator and help conduct session
- Analysis of results, link to recorded sessions and project summary report provided at end

### USEFUL FOR

- Impressions of current web site
- Current sources of industry information
- Content that is relevant in buying decisions
- Key industry influencers
- Learning business pain points

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with an Online Focus Group:

#### CONTENT

Create white papers or infographics to share knowledge and gain thought leadership.

#### NEWSLETTER

Convert content into a newsletter and email to a Penton audience, driving web traffic to your site.

#### RESEARCH

Focus a custom research report on topics found in focus group.



**89% of B2B marketers**  
say customer testimonials are  
effective.