

FROM DATA TO DECISIONS



Your Industry Resource For Online Surveys.

If you're a marketing professional in logistics, we know your world. Not enough resources. Too much to do, not enough time. We're here to help. MindShare Strategies, Inc. is a full-service provider of marketing and communications services with a specialty in online survey research. We act like your research department, just as if we're down the hall from you. We'll work with you to identify your goals, develop the right research strategy, and then execute it—giving you the information you need to make those crucial decisions.

Choose MindShare Strategies when:

- Your resources and time are limited
- You have restricted availability to online research technology
- Your respondents will speak more freely to a third party
- You want expert help to design, administer and analyze your data
- You need specialists who service the logistics industry

The Process:

Save time, effort, money, and headache by avoiding software, server maintenance, and IT hassles. We build the survey, distribute it, collect the data, and provide analysis so you can generate great results, from the right decisions, from the best information.

- 1. We develop the research strategy.** First, we work with you to establish your goals and objectives for the project.
- 2. We build the survey.** We create the survey directly from your questions or work with you to develop them together. We then turn those questions into a user-friendly format that's most likely to give you the information you need— whether it's single select, multiple select, open ended, matrix, data block, or rank order.
- 3. We distribute surveys and collect your data.** We make it quick and easy. You can provide the prospect list or we can secure the right potential respondents. Then we'll prepare an invitation to participate with the survey link or post the link on the appropriate Web site and the survey is distributed with a tracking of responses. If desired, we will send you interim reports so you can track the progress real-time.
- 4. We calculate your results.** Once the raw data is collected, we'll prepare a comprehensive report. This report will help you to analyze your data using easy-to-understand tools, ranging from bar and pie charts to line charts and commentary. We also can prepare an Executive Summary that goes beyond the report and professionally draws appropriate conclusions and action items.

When Should You Do Research?

Whether you need to gather critical information on client or employee satisfaction, develop competitive analysis and market intelligence, or create original industry research to position your company as a leader in the marketplace, we're the experts to do it—on time, cost-effectively.



As a specialist in logistics, MindShare Strategies, Inc. is a full-service provider of marketing and communications services with a specialty in online survey research.

Online Survey Package Pricing:	"Down & Dirty" Package	"All That & More" Package
Base Price	\$500	\$1700
Number of questions	Up to 15	Up to 30
Number of survey pages	Up to 3	Unlimited
Prospect invitation email distribution	0	Up to 1000
Prospect list reminder emails	1	3
Length of survey Web hosting	2 weeks	One month

Features in Both Packages:

Upfront consultation	✓	✓
Custom Survey design and creation	✓	✓
Data entry	✓	✓
Question, option and page rotation logic	✓	✓
Quadruple testing quality assurance	✓	✓
Weekly update of response tracking	✓	✓
Analysis report complete with graphs	✓	✓
Security and privacy assurance	✓	✓

A la Carte Options Pricing:

	Cost
Prospect database development per qualified groups of 500	\$500
Copywrite email invitations	\$50
Prospect list email distribution per 500	\$175
Send extra email reminders to prospect list	\$125 each
Host Web survey for more than a month	\$100 per week
Urgent launch (less than 3 business days)	Add 25%
Exact copy of survey in a 2nd language	Add 25%
Survey "frequency" reward – commitment of 2 or more surveys / year	20% discount
Additional questions	\$25 each
Copywrite Executive summary in addition to comprehensive graph report	Quote upon request
Strategy to communicate results	Quote upon request

"Custom Research Project" Package – Estimates Available Upon Request

If you have a unique project that does not fall within the general parameters of one of our set packages, our team will develop an approach and budget that is appropriate for your needs. Just call your MindShare Strategies representative to discuss details: 952/442-5638.

MindShare Strategies, Inc.

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