Use this repeatable system to get a year's worth of high-impact marketing assets from event-led industry research.

L et partners lead

Co-create research with the communities you want to reach

Who: Membership orgs, Slack groups, LinkedIn communities

Why: Partners tap peer networks as subject matter validators and distribution channels.

A ssemble assets

Build a minimum viable content plan while data collects

What: Draft blogs, create data visualizations, schedule webinars, establish metrics

How: MVCP: survey report, landing page, 2 blogs, social carousel, webinar deck, lead magnet

U nveil at event

A live reveal turns research into a shared experience

Who: Influencers and experts from your partner community for webinar/conference sessions

How: Prep panelists with research in advance. Create charts and graphs for slides. Rehearse. Create lead magnet for attendees. Capture video to share on social—yours and your partners'.

N urture continuously

Watch the signals: let the data guide content creation

What: Sequenced content with monthly themes; performance-driven iteration

How: New content based on engagement: infographics, sales enablement, interactive quizzes

C o-promote

Partners amplify reach through channels you can't access alone

What: Coordinated email drops, community posts, events, social campaigns

Why: Cobranding earns credibility, reach, qualified respondents and a built-in audience

H arvest insights

Measure impact and feed insights into your next cycle

What: Track downloads, engagement, qualitative feedback, questions from sales calls

Why: Identify gaps and use results to inform your strategy for the next cycle of research.