

...Market Research

Not entirely sure what direction you should be going with your Internet efforts? Are you getting a splintered perspective from staff and spending too much time debating competing priorities? Are you talking too much about what YOU want to do and not considering what THEY want you to be doing? Ongoing business intelligence about your customers is essential to your success and we can support a range of tactics for answering your most important questions.

Member/Market Surveys

Whether you need to assess member satisfaction, gather intelligence about where your potential markets are, or test an idea for a new member service, we can implement a market survey to get the data you need. We have constructed countless survey instruments based on our clients' unique goals and audiences. We will advise on questioning strategies and channels for promoting the survey. We support paper or web-based surveying and will help you market the survey, issue, and interpret the results.

Web User Survey

Before you plan next year's budget for the website, you need guidance on what changes or enhancements should be made, and which will have the most value to your site visitors. Over half of our client base has retained Ellipsis Partners to construct and execute a Web User survey and provide them with targeted guidance on what their visitors value and how they want you to meet their needs.

Focus Groups

Our consultants have designed and facilitated national and local focus groups for strategic planning, technology initiatives, marketing feedback, and many more specialized purposes. We can coordinate your focus group research around your conference, local meetings, or conduct Web-based focus groups to reach an even broader (or international) audience. Let our professional facilitators create an open and objective climate so that you can get the most out of your customers'/members' opinions.

Recent clients include...

American Association for Clinical Chemistry
American Association of Equine Practitioners
American Gas Association
American Industrial Hygiene Association
American Nurses Credentialing Center
American Physical Therapy Association
American Psychological Association
American Society for Quality – Section 509
American Society of Consultant Pharmacists
ASAE and the Center for Association Leadership
Association for Healthcare Philanthropy
Association of Home Appliance Manufacturers
Connecticut Conference of Municipalities
Equipment Leasing Association
Heart Rhythm Society
Horizon Foundation
Illinois CPA Society
Maryland Association of Counties

National Assn. of Professional Insurance Agents
National Association for Law Placement
National Association of Children's Hospitals and
Related Institutions
National Assn. of College and University Attorneys
National Assn. of College and University Business
Officers
National Assn of Housing and Redevelopment
Officials
National Association of Independent Schools
National Assn. of Industrial and Office Properties
National Assn. of Secondary School Principals
National Automobile Dealers Association
National Court Reporters Association
National Society of Professional Engineers
Nuclear Energy Institute
Society for Naval Architects and Marine Engineers