

GARTNER MEDIA PRODUCTS

Gartner Media Products leverage the power of Gartner research to add credibility and impact to your marketing campaigns. Team up with Gartner to combine your marketing messages with valuable Gartner insights that rise above the market noise and deliver powerful results.



GARTNER CUSTOM MULTIMEDIA PROGRAMS

Gartner Custom Multimedia Programs provide the thought leadership content that your customers and prospects value in compelling multimedia formats. These high-impact audio, video and multimedia programs incorporate interviews with Gartner analysts, your marketing and sales messages, and testimonials from your valued clients. Enhance your marketing campaigns with strategic content that your customers can see, hear and experience.

POSITION YOUR COMPANY AS A THOUGHT LEADER


Today's discriminating technology buyers prefer to work with providers that are demonstrated leaders in their fields. Technology professionals are hungry for timely, objective analysis of the issues that drive their business. However, establishing a reputation as a thought leader in a competitive marketplace can be challenging.

- Marketing departments have limited bandwidth for developing thought leadership content.
- It's difficult to stay on the cutting edge in a fast-moving technology market.
- Building a reputation as a trusted strategic advisor takes time.

LET GARTNER GIVE YOU A MARKETING ADVANTAGE

Gartner Custom Multimedia Programs help position your company as a thought leader through the use of customized Gartner analysis packaged with your content in engaging multimedia formats.

- Enhance credibility by partnering with Gartner, the most trusted name in technology research and analysis.
- Develop unique, high-quality multimedia content based on customized interviews with Gartner analysts, your internal experts and your customers.
- Improve efficiency by outsourcing development of thought leadership programs to the experienced Gartner production team.
- Strengthen customer relationships by providing the objective insights clients need to make critical business decisions.



“Gartner Custom Multimedia Programs gave our direct marketing campaign instant credibility compared with company-produced materials that can be perceived as product propaganda.”

VP of Marketing, Hardware Company

GARTNER MULTIMEDIA DELIVERY OPTIONS

- Podcasts
- Video presentations
- Audio CDs
- Multimedia CDs
- DVDs
- Streaming media
- E-mail audio and video clips

BENEFIT FROM WORLD-CLASS RESEARCH

Your multimedia programs will feature customized content from Gartner analysts on the IT topic of your choice.

- Gartner analysts average 15 years of experience in their respective fields and are in constant contact with thousands of IT professionals,
- The Gartner brand is recognized and trusted at board and executive levels around the globe.

LEAVE THE LOGISTICS TO GARTNER

Let Gartner handle the time-consuming production process while you focus on strategy. A dedicated Gartner producer will work closely with you to:

- Manage the entire production from vision to content creation to delivery
- Create interview questions and conduct interviews with Gartner analysts, your experts and customers
- Edit content and coordinate the approval process
- Create custom artwork for packaging of deliverables
- Deliver customer-ready final products

HOW TO USE GARTNER CUSTOM MULTIMEDIA PROGRAMS

- Enhance your sales presentations with multimedia
- Use CDs and DVDs as sales leave-behinds and conference giveaways to build awareness
- Leverage audio and video content for direct marketing campaigns
- Enhance your Web presence and encourage repeat visits
- Use audio and video clips to improve the conversion rate of e-mail campaigns
- Educate prospects and staff using engaging multimedia formats

THE PROVEN RESULTS OF GARTNER CUSTOM MULTIMEDIA

- Gartner custom audio CDs helped reduce the sales cycle by 25% for a major hardware company.
- A direct marketing campaign featuring Gartner multimedia products helped a software vendor improve the quality of their sales leads by 100%.

TAKE YOUR MARKETING TO THE NEXT LEVEL

Leverage the power of Gartner research to reach key decision makers and maximize your marketing results.

For more information, visit gartner.com, contact your account executive or e-mail mediaproducts@gartner.com.