

# IMPACT!

“Linking Companies to their Communities”

## ! *Focus Group Studies*



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President

Call us  
today.

Make an  
IMPACT!  
tomorrow.

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### Valuable Coupon

Book your  
Focus Group Study  
before May 31, 2006  
and receive  
free incentives for  
your participants.

Coupons for lunch\*

\*Total value up to \$200.00

### Let **IMPACT!** conduct your ... Focus Group Studies

Focus Groups are a significant marketing tool to measure customers' attitudes on your products and services.

#### Benefits to Conducting Focus Groups:

##### Time Effective

Focus Groups save time because you collect many views and opinions at one time.

##### Cost Effective

Conducting focus groups saves money by testing products, services and ideas before embarking on expensive marketing strategies. Focus Groups are also useful tools for uncovering service or product acceptance and image perception.

##### Quick and Valid Results

Reliable, valuable information is collected in a 1-2 hour meeting from a select and diverse group of your targeted audiences.

In today's highly competitive business environment, your company must understand what your target market is thinking in order to retain or obtain them as long-term, satisfied customers.

**Understand how to better  
IMPACT! your customers.**

### Focus Groups ..... Smart Marketing

A Focus Group is comprised of 8-12 people brought together for a 1-2 hour meeting to discuss a predetermined topic and/or issue. It's purpose is to provide insight and opinions in a controlled environment.

Before the session is conducted, **IMPACT!** will develop tailored questioning strategies based on your specific objectives.

During the session, an **IMPACT!** facilitator ensures that the participants "keep on track", that no one person monopolizes the discussion, and the study's objectives are met.

An incentive is often offered to study members as a thank you for their participation.

#### Be a SMART Marketer . . . .

**Uncover your publics' thoughts and opinions  
before you implement your next marketing blitz.**

### Estimates

! **IMPACT!** can facilitate your focus group study and compile its results in a comprehensive report that will allow you to better tailor your services and products to meet the individualized expectations of your target audience. [Contact Susan Today!](#)

## Make an **IMPACT!** in 2006

### Make an **IMPACT!** with "Customized Communications"

**IMPACT!** designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

Promote specials, acquisitions, products and services directly to targeted audiences. Send out polished, professional annual reports, newsletters and direct mail letters to suppliers and customers. Deliver speeches with **IMPACT!**

### **IMPACT!** your community with "Messages that Matter"

**IMPACT!** strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.