

Target Name Research – Getting to the RIGHT People



To improve sales we need to communicate the right message to the right people at the right time – that’s common sense. Any marketing budget will be under pressure to demonstrate a return on a company’s investment, often within a specified timescale – so part of the budget must be allocated to quality lead generation.

Identifying which **companies** within which **sectors** within which **countries** you wish to target are the first, and possibly the easiest steps. Considering specific roles within those organisations that are the right decision makers in the purchasing process for your products, solutions or services is the next key stage, but the process of obtaining the contact details for those roles can be extremely difficult, time consuming and, ultimately, costly. Never is this more true than in the IT, Telecommunications, and Technical Computing sectors, where Business Advantage specialise.

iCT is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Since 1992 Business Advantage’s team of specialist researchers have undertaken research and business development projects on a worldwide basis. Our combination of in depth industry knowledge and B2B research expertise enables us to gather the accurate and actionable information you need to gain and maintain competitive advantage. We thought you would be interested in our [whitepaper](#) and tips on how to make a Target Name Research campaign focused, accurate and cost effective.