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Research & Marketing Strategies, Inc. (RMS) is a full-service market research firm. We provide custom data and insights, making innovation possible.

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RMS' Research featured in the 2018 Centerstate CEO Economic Forecast

RMS joined Centerstate CEO as they presented RMS' research findings for the 2018 Economic Forecast. (L-R: Christine Benn [RMS], Nicole Chidsey [Syracuse Orthopedic Specialists], Keith Schmitt [The Eraser Company], Judy Cowden [Kinney Drugs], Mike Brown [YMCA of Greater Syracuse], Mark Dengler [RMS], Linda Natoli [The Oncenter], and Zach Shaw [RMS]).

3 steps to kick off 2018 with a winning content marketing strategy

New year, new opportunity to rejuvenate your content marketing strategy. At its most basic, content marketing is an outline that answers the 'how' and 'why' of your brand's content. Meant to guide your priorities and tactics, content marketing is a tool to navigate the path toward your business goals. With an extremely high value to your brand, here's three ways to craft a strong content marketing strategy:

1. Create your mission statement. The most crucial step in developing a successful content strategy is to cultivate and share your mission statement and involve it in everything you do. If someone is viewing or reading your content, what value are you providing to them? You should be helping customers discover a solution to a problem, making them more successful with the use of your product or service. Taking this into account, your mission should support your brand overall, and your content's mission statement should align with your brand's mission.

2. Define your content. This is the big one. You'll want to figure out the topics you plan to share with those who are interested. These should be specific enough to relate seamlessly to your brand but broad enough to generate massive amounts of content. Following this, decipher how you'll relate to your audience, which formats you'll use to package your messages (blogs, videos, infographics, social posts), and where you'll dispense the information (social media, blogs, website). Market research is a great identifier for figuring out where your colleagues and competitors distribute content and where and how your customers get their information.

3. Design & evaluate. Once you've assessed the prior steps to define the why, how, where and to whom, you're ready to begin designing your content. Figure out the overall tone you plan to have with your audience, and how you plan to incorporate the look and feel of your designs to embody both your corporate tone and message. Your content marketing strategy is a living document, subject to change as you gather data and insights from your audience. Monitor your audience's behavior through analytics, survey them when necessary, and let your strategy evolve as your customers' behaviors do.

Ask. Listen. Solve.

It's in the cards: CNY picks its favorite casino

Turning Stone Resort & Casino was voted Central New York's favorite casino, and many plan to visit del Lago Resort & Casino in the coming months

Maggy Stewart, Graphic Designer & Marketing Coordinator

According to a poll of Central New Yorkers conducted by Research & Marketing Strategies, Inc. (RMS) in 2017, the majority (59 percent) of respondents voted Turning Stone Resort & Casino in Verona, New York their favorite New York state casino. Del Lago Resort & Casino came in second at 9 percent, followed by Vernon Downs & Casino (5 percent), Yellow Brick Road Casino (4 percent), Seneca Niagara Casino (3 percent), Saratoga Casino and Raceway (2 percent), Finger Lakes Gaming and Race Track (2 percent), and 16 percent listed 'other' as their favorite casino. Waterloo, New York residents can expect their traffic to remain on the rise as 53 percent plan to visit del Lago Resort & Casino within the next 6 months.

When asked which New York state casinos respondents had visited in the past, 76 percent had visited Turning Stone Casino, followed by Vernon Downs & Casino (28 percent), del Lago (27 percent), Yellow Brick Road Casino (27 percent), Seneca Niagara Casino (19 percent), Finger Lakes Gaming and Race Track (10 percent), Saratoga Casino and Raceway (7 percent), Akwesasne Mohawk Casino (5 percent), Batavia Downs Casino (5 percent), Seneca Buffalo Creek Casino (5 percent), Tioga Downs & Casino (4 percent), and other New York state casinos (12 percent).

"Syracuse has long been recognized as a top national test market, and as the metropolitan area's demographics closely mimic those of the entire country, we wanted to gather data from this market to better understand how the growth of the casino landscape in New York state has affected the local economy," said Sandy Baker, Sen-



ior Director of Corporate Strategy at RMS. Respondents surveyed were asked about their gambling and gaming preferences, favorite attractions, spending habits and motivational factors.

Seventy-six percent of respondents have been to a casino in the past two years, and 92 percent have gambled at a casino in the past two years. The majority of respondents (60 percent) have been to a casino two to nine times over the past year. When asked what motivates respondents to visit a casino, 68 percent go to gamble, 67 percent dine at restaurants, 64 percent go for the entertainment and performances, 26 percent attend weddings or events, and 21 percent visit for the night life and clubs.

According to respondents, distance and travel time have the greatest influence when it comes to choosing which gambling establishment to visit. Night life and casino loyalty programs had the least influence. And then there's the games: 87 percent of respondents listed slots as the most popular casino game they play. Thirty-one percent play Blackjack, followed by Roulette (26 percent), Bingo (22 percent), Keno (13 percent), Poker (13 percent), Wheel of Fortune (8 percent), and Craps (8 percent). During each visit to a casino, respondents typically spend \$50 - \$250 (65 percent), and up to \$100 (65 percent) on casino gaming.

The RMS ViewPoint poll consisted of 623 completed surveys. Respondents consisted of RMS ViewPoint Research Panel members, as well as the general community.

BROUGHT TO YOU BY: **RMS** Research & Marketing Strategies, Inc. (RMS)
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RMSresults.com

 You can participate in fun, upcoming surveys (like this one) by signing up at RMSViewPoint.com!

Do Your Research: Our Best Market Research Articles of 2017

Maggy Stewart, Graphic Designer & Marketing Coordinator

As we continue into the new year, there couldn't be a better time to look back at the market research trends and methods that shaped 2017. Our most popular articles of the year covered a variety of useful information, including actual survey results obtained through our RMS ViewPoint research panel. This past year, our readers took a solid interest in the basics of focus groups and qualitative research methodologies, as well as how data collection demands are establishing a more personal and beneficial rapport between clients and consumers. What market research topics captivated our readers over the past year? Check out our most widely read articles of 2017 and get a head start strategizing for 2018.

How to Get the Right Participants for Focus Groups, by Zach Shaw, Panel Associate at RMS.

Finding the best individuals for qualitative research can be tough. So how do you get the right people for the job? Before recruiting begins, there are several necessary steps

both researchers and clients need to take, including identifying the goal of the discussion and deciphering how to engage participants with both the moderator and one another.



Market Research: More Than Data Collection in this Digital Age, by Mark Dengler, President & Owner of RMS.

Technology isn't the only industry evolving at a feverish pace. Market researchers are beginning to see a shift in client demand, including going

above and beyond data collection and analyzing. In this digital age, we're finding it is critical to provide enhanced insights along with the research findings, providing the clients with detailed "next steps" in order to remain competitive.

Healthcare Update! Acronyms You Need to Know! by Christine Benn, Business Development Coordinator at RMS.

The healthcare industry and acronyms go hand-in-hand. Our healthcare clients often refer to an endless list of acronyms, and we developed a reference article as a quick go-to source for some of the most common (and not-so-common) healthcare-related acronyms. From EMR to ICH to HIPAA, this article is an excellent resource to bookmark as one of your favorites.

You can check out all of these articles and other useful resources by visiting our award-winning blog at RMSresults.com/blog. Subscribe and never miss another article. Happy reading!

RMS OUT AND ABOUT



Our Top Nine Instagram photos from 2017 showed what a fantastic year we had! Follow us at @rms_research for more great photos this year!

DID YOU KNOW?

The RMS QualiSight on-site call center made
89,955 Outbound Calls
and conducted
3,338 Healthcare Surveys
in the final quarter of 2017!



In memory of Jeanne Winfree, our CAHPS Customer Relations & Data Reporting Supervisor, who passed away this January. She is deeply missed and we thank everyone for their support through this difficult time.



The entire RMS team celebrated the holiday season with our annual holiday luncheon at Tassone's Wine Garden in Baldwinsville.



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CNY is one of the nation's best test markets. Are you part of its best research panel?

Visit RMSViewPoint.com and share your experience.



PRESIDENT'S CORNER

The Market Research Forecast for 2018

MARK DENGLER,
PRESIDENT & OWNER



One of today's popular business approaches is known as "agile management." Under this business method there is a keen focus on short development cycles, continuous improvement, product scope flexibility, and work team input.

Research and Marketing Strategies, Inc. (RMS) continues to see its clients looking for quick, detailed information that allows them to remain competitive and relevant in the marketplace. Technology advancements are driving new products and services, yet fundamentals such as strong **customer service**, reasonable pricing and outstanding quality remain the key differentiators within the marketplace. Knowing where one's organization is positioned relative to these

business basics is critical. RMS expects the demand for market research to continue to remain strong.

Optimism continues to grow about the Central New York business marketplace as recently shared at Centerstate CEO's Economic Forecast Breakfast. The team at RMS agrees with this assessment and notes that it continues to experience an upsurge in **market research** service inquiries across all industry segments.

Looking ahead to 2018, RMS is anticipating significant growth in its healthcare division. As one of only a limited number of CMS-approved CAHPS® survey vendors, RMS anticipates more healthcare clients adopting patient satisfaction surveying as a core quality measure in determining the patients overall experience. Moreover, healthcare organizations continue to consolidate and affiliate to create integrated delivery system networks. **Healthcare consulting** around practice transformation and efficiency is very strong.

At RMS we're also experiencing a resurgence of interest in traditional qualitative **focus group style research**. Companies across industry segments are looking to hear first-hand the voice of their customer (VoC). With a state-of-the-art focus group facility located

on-site, RMS hosts clients from across the country looking to take advantage of CNY's distinction as one of the top test markets.

Area **colleges and universities** are continuing to look at ways to work more closely with other industries. RMS is helping educational institutions identify workforce needs and assist with strategy development, ensuring the workforce is fully equipped to address demand along with what classes should be offered.

Market research interest is high. It's easier and cheaper to reach out to suspects, prospects, and customers through digital means. RMS is gathering data using online surveys and mobile devices. We have a large research panel, ViewPoint, of fully vetted CNY residents who want to share their thoughts and perceptions. ViewPoint panel members are able to provide input on survey requests within 24 to 48 hours. Panel use in 2018 is expected to continue to grow.

Companies are finding that they often need to collaborate with others, work harder, and most importantly work smarter — that means **using data** and information in decision making. The 2018 outlook for RMS is positive and bright!