



Communication Research

IN THE MARCOM WORKPLACE

Jen Gilbert | April 2023

Marketing Manager, *Golf Digest*

Key Job Duties

Crafted sales materials to land advertisers

Wrote sponsored content for advertisers

Handled event sponsorships, merchandising, etc.

The Research Piece

In-depth magazine reader surveys conducted by MRI-Simmons, a leading provider of American consumer insights

Survey sent via mail

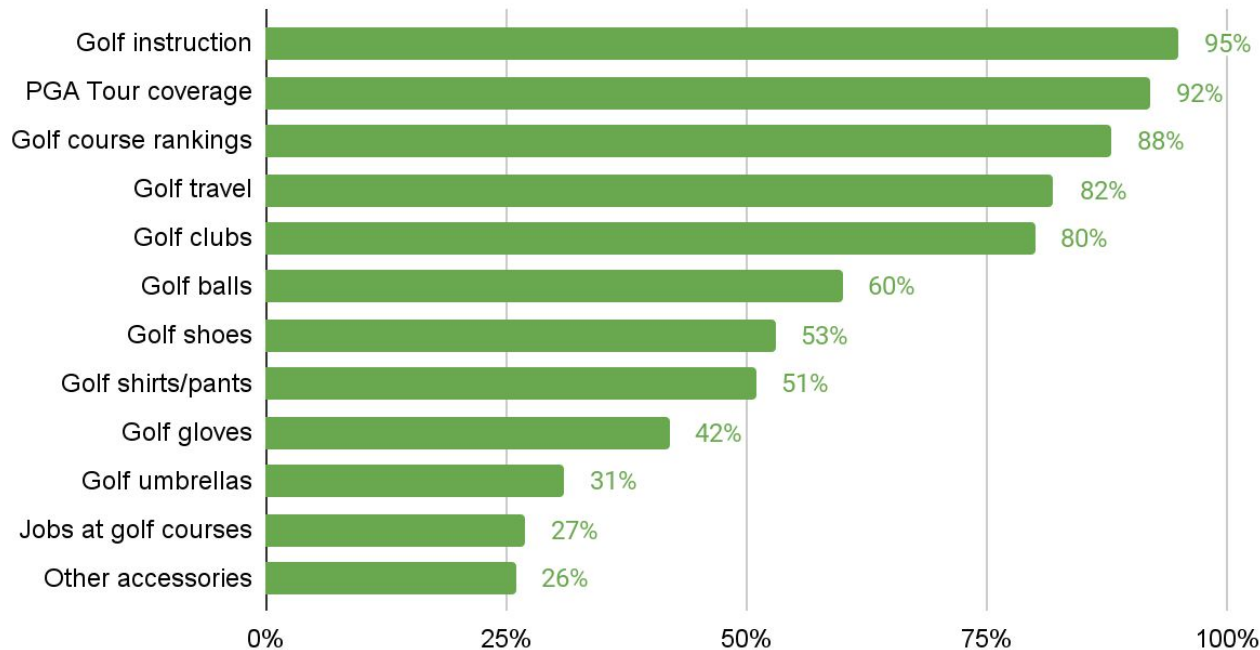
- Time spent with issue
- % of issue read
- Popular content
- Readers per copy, etc.

My Research Role

Made sense of vast amounts of quantitative data from annual MRI surveys; pulled the data needed to write sales materials that persuaded companies to advertise

What would you communicate to **golf shoe** advertisers?

Magazine readers' interests

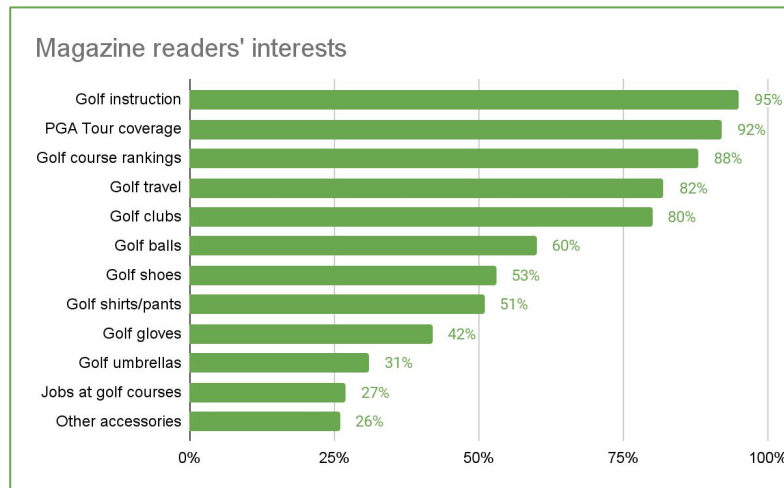


What would you communicate to **golf shoe** advertisers?

“About half of our magazine subscribers are interested in reading about golf shoes.”

Or...

“Magazine readers want to know about golf shoes! In fact, they are more interested in golf shoes than in any other golf apparel or golf accessory item!”



Director of Marketing, *Newborn Channel*

Key Job Duties

Directed team in the creation of sales decks, mockups, and collateral, to land advertisers

Wrote sponsored content for advertisers

Directed the efforts of research company that measured advertising effectiveness

The Research Piece

Advertising recall surveys conducted by Roper Starch, to determine how *Newborn Channel* viewers were impacted by advertiser messages

- % who recall seeing ad
- Likelihood of buying advertised product
- Verbatims ("What do you recall about the ad?")

My Research Role

Directed research company's efforts at in-hospital survey data collection

Communicated quantitative and qualitative survey results to advertisers, to demonstrate ad effectiveness and ROI

Marketing Director, *Working Mother Media*

Key Job Duties

Directed team in creation of sales materials, proposals to secure advertiser revenue

Wrote sponsored content for advertisers

Collaborated with PR firms and ad agencies on custom projects...

The Research Piece

1. Working Mother "Smart Moms Panel" online surveys of engaged magazine readers

2. MRI reader surveys
- Time spent with issue
 - % of issue read
 - Popular content
 - Readers per copy, etc.

My Research Role

1. Worked with clients and PR firms/agencies, to craft Smart Moms Panel surveys that could generate findings to use in PR and sponsored content

2. Pulled MRI data for sales materials

Examples

Smart Moms Panel Survey Projects



I love this Country:



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Jennifer Gilbert, Working Mother Media | (212) 219-7487 | jennifer.gilbert@workingmother.com

Working Mothers Value "Alone Time and Personal Time" While on Business Trips

MINNEAPOLIS, Minn. (Nov. 10, 2009) - A new survey commissioned by *Working Mother* magazine and [Country Inns & Suites By Carlson](#)SM with the magazine's Smart Moms Panel found that a majority of women traveling for business said available personal time is the best part of being on a business trip away from family. Nearly two-thirds of the panel respondents mentioned "relax, recharge and time alone" as benefits they experience during free time on business trips. Despite the cited benefits of business travel, 6 in 10 respondents candidly revealed that they also sometimes experience guilt, nervousness or loneliness while traveling on business.

"We teamed up with *Working Mother* magazine to survey members of their Smart Moms Panel that is comprised of more than 4,000 highly engaged working mothers to better understand the challenges of today's women business travelers and better serve their needs," said Steve Mogck, executive vice president and chief operating officer for Country Inns & Suites By Carlson.

"The survey findings underscore how much working mothers benefit from some 'me time' when traveling on business," says Suzanne Riss, Editor-in-Chief of *Working Mother* magazine. "Yes, they miss their kids, but for many, it's a rare and welcome chance to recharge, get a good night's sleep, even catch up on some reading."

Despite some conflicting emotions of leaving their families at home to travel for business, 62% of respondents characterized their amount of business travel as "just right." Only 21.5% of panel members said they would like less business travel. Other key findings in the survey are listed below.

- 57% of respondents said the best part of a business trip away from the family was "personal time."
- Key personal time activities included: Relaxing/recharging/being alone (64%); visiting a local restaurant (58%); reading a book (57%); shopping (45%); exercise/recreation (41%); watching a movie (33.4%).
- 61% said they felt guilty when leaving children to go on a business trip; 38% said they were nervous and 22.9% said they were lonely.
- When selecting a hotel, 56% said they look for a welcoming, warm décor.



MAKEOVER YOUR LUNCH HOUR

As a **working mom**, your lunch hour might feel more like a lunch minute. Many hard-working mothers multitask during their lunch breaks, which often leaves lunch itself at the bottom of the list. But no more! Join Working Mother and *Deli Creations* from Oscar Mayer to make lunch time something you look forward to.

HERE'S HOW TO JOIN THE WORKING MOM LUNCH HOUR MAKEOVER:

1. Visit lunchmakeover.workingmother.com and take our lunch poll. Tell us how long you typically take for lunch and give us your best tip on how working moms like you can indulge themselves a little during their lunch breaks. Your ideas could appear in a future issue of Working Mother magazine!
2. Enter online at lunchmakeover.workingmother.com to win one of many lunch hour makeover prizes. You could win a stylish Working Mother insulated lunch tote, a grocery store gift card (to stock up on delicious *Deli Creations* varieties) or even a *spafinder.com* gift certificate, to sneak away for a lunchtime manicure!
3. Take a vow to bag the boring lunch! Break from your lunchtime routine and experience delicious *Deli Creations* Hot Sandwiches from Oscar Mayer, with all the warmth, flavor and fresh baked taste that is ready for you in a microwave minute. Try all the delicious restaurant-style *Deli Creations* recipes—Sub Sandwiches, Flatbreads and now Focaccia—and create your very own restaurant inspired sandwich.

No Purchase Necessary. Void where prohibited. Sweepstakes ends 05/31/2009. Open to residents of the 50 United States and D.C., 18 and older at the time of entry. For complete details & official rules go to <http://lunchmakeover.workingmother.com>. Entries will not be judged, but all requested information must be completed.



Join us at lunchmakeover.workingmother.com

FOR IMMEDIATE RELEASE

Contact:



WORKING MOTHER MAGAZINE and DELI CREATION FROM OSCAR MAYER:

MOMS LACK LUNCHTIME LOVE

— One in Five Moms Skips Lunch Break —
— Convenience Top Priority for Lunchtime Cuisine —

New York, N.Y. (July TK, 2009) – Lunch should be a time of solace and rejuvenation... *right?* According to a recent reader survey from *Working Mother* magazine and *Deli Creations* from Oscar Mayer, today's working mothers are barely finding time to eat, let alone relax. Tapping the minds of smart moms across America, the survey digs deep into lunchtime habits, including whether they bring, buy, skip lunch altogether, how much they dole out for meals on the go and their priorities.

While the majority of *Working Mother* Smart Mom Council panelists (78%) do take a "break" for lunch, eating is often the last thing on their minds. In fact, 60% of respondents who admit to taking a lunch break are actually working at the same time or running errands. The *Working Mother* and *Deli Creations* from Oscar Mayer survey also reveals that for moms who take time for lunch:

- The majority (65.8%) bring their lunch from home, and 69% eat from their desks
- One in five (18.5%) buy from a restaurant; \$6.70 is the average cost when eating out;
- Convenience is by far the most important factor for lunch choices, with 37% noting it as their top priority, followed by nutrition (27%) and taste (20%);
- A staggering two-thirds (66.5%) of respondents sacrifice eating lunch in order to squeeze in other activities;
- Fewer than one in ten (8.6%) consider lunch a delightful break during their day;

Of the mothers who do not take time for lunch, nearly nine out of ten (87%) say they are too busy with work.

"Working mothers are super busy, juggling work, family and a million other things at once. Unfortunately, when something's gotta give, it's more often than not a woman's personal time, including lunch breaks," said Working Mother Media President Carol Evans. "We were pleased to partner with Oscar Mayer on this research initiative, as their products such as *Deli Creations* offer nutritious, on-the-go options that make life a bit easier for working moms."

Study Methodology: The *Working Mother* and *Deli Creations* from Oscar Mayer survey was conducted by Walker Communications from April 21 to May 4, 2009. *Working Mother* Smart Moms panel members were asked to participate in the online survey, with 411 usable responses.

About Working Mother Media

Founded in 1979, Working Mother magazine reaches 2 million readers and is the only national magazine for career-committed mothers. Its 22-year signature research initiative, Working Mother 100 Best Companies, is the most important benchmark for work/life practices in corporate America. With offices in New York and Washington, D.C., Working Mother Media includes the National Association for Female Executives (NAFE), Diversity Best Practices, the WorkLife Congress, and the Multicultural Women's Conference and Town Halls. Working Mother Media's mission is to champion cultural change. For more information, please visit www.workingmother.com.

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Director of Communications, *JFRC* (nonprofit)

Key Job Duties

Wrote content for website, newsletters, brochures, fundraising direct mail, etc.

Generated social media content across multiple platforms to engage various audience segments and drive measurable action

Handled PR/media relations, and wrote press releases that positioned organization as a leader and convener of the community

The Research Piece

1. Online surveys to determine issues important to donors, and communication and newsletter preferences (coms audits)

2. Digital data analytics

My Research Role

1. Wrote/administered surveys using SurveyMonkey; findings shaped newsletter content, coms frequency, etc.

2. Used Google Analytics to measure website performance, and social and email analytics (built into social/email platforms)

Head of Marketing, Walking with Purpose

- Drove the planning, budgeting, and execution of strategic marketing and communications initiatives for fast-growing ecommerce and events company.
- Wrote and edited content for website, social media, blog, email, advertising, and other channels.
- Planned and activated high-performing paid media campaigns and analyzed performance using **Meta Ads Manager, Google Ads, Facebook Business Manager, Hootsuite, and Google Universal Analytics.**
- Responsible for strategy and management of Amazon and Shopify ecommerce platforms, utilizing creative marketing promotions to optimize sales.
- Directed the work of six-member marketing team including marketing managers, coordinators, designers and contract content contributors.
- Ensured that all business areas stayed on brand and projected the company's unique identity and voice.
- Product and customer research!

Head of Marketing, Walking with Purpose

The Research Piece

1. Annual online reader survey to 25K customers to gauge product effectiveness (SurveyMonkey)
2. New product development studies
 - individual (phone) interviews
 - focus group (Zoom) interviews
3. Digital data analytics

My Research Role

1. Directed all facets of survey design, RQ development, execution, and reporting
2. Wrote semi-structured interview guides; conducted interviews and reported on findings
 - Participants selected from Salesforce
3. Used multiple analytics platforms to measure effectiveness and ROI of all digital tactics including website, digital ads, social media, email marketing (list on previous slide)

In closing

- Many marketing communications jobs use communication research methods.
- Unlike you, I never took college courses in research to guide me, so I had to learn on the fly.
- Coms research is an integral part of marketing and business. Having research knowledge makes you a valuable resource!

Thank You.
Questions?

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