

- CONTENT
- WEBSITES
- SEO
- SOCIAL MEDIA
- LEAD LIFECYCLING
- MOBILE
- VIDEO

# CONTENT SERVICES

## We Know Your Customers.

A recent market research study reveals that the largest challenge facing content marketers is “producing the kind of content that engages prospects and customers”.\*\*

And that’s where we come in...As content experts we can help you establish authority with credible content that provides valuable guidance for business leaders.

### Recognized Independent Authorities

Our media brands are recognized independent authorities in the markets they serve. Our writers have dedicated followers who look to them for how-to’s, product reviews, market changing developments and best practices.

Leverage our content experts and community base to produce new and authoritative content.

- **RESEARCH:** With access to the right people, we can provide valuable insight and guidance as you explore new market directions, test product concepts, or marketing directions for your next product release.
- **NEWSLETTERS:** We are content experts in the markets we serve. Education is a gateway to solutions – use it to increase open rates and engagement with your products.
- **CUSTOM MATERIALS:** From sales support and user education to product release materials, we can deliver clearly and concisely communicated product value. Sample custom materials include:

- White Papers
- Video
- eNewsletters
- Blogs
- Webinars
- eBooks



Contact your sales representative or Penton Marketing Services directly for more information.

\*\* Source: B2B Content Marketing: 2010 Benchmarks, Budgets and Trends produced by MarketingProfs and Junta42.

# CONTENT RESEARCH PRODUCTS

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**Capabilities:**

- Strategy
- Research
- Copywriting
- Creative
- Turnkey Content

**Make the most of your research by extending it to one of these products:**

- White Papers
- Data Sheets
- Video

Penton has been conducting primary business-to-business research since 1989. In addition to the editorial, strategic and promotional research serving Penton’s media properties, Penton conducts custom proprietary research for manufacturers and service providers in a wide variety of industries.

With access to audiences across a range of industries and topic areas, we can provide valuable insight and guidance as you pursue thought leadership, explore new market directions, test product concepts, or prioritize for your next product release. Because we have active, engaged audiences, we can execute quality research quickly and effectively.

## Monthly Audience Polling

Need a quick answer on a hot topic? Just want to get an initial reaction from a qualified audience? Our Instant Polls allow you to get quick input on a series of questions. Each single poll consists of a question with 5 to 6 possible responses (no open-ended responses).

- Includes project management to:
  - Determine poll objectives
  - Establish calendar of polling topics
  - Determine specific poll questions
  - Posting of poll
- Includes real-time access to poll results.

- Monthly Polling
- 1 Poll/month
  - 6 month minimum

## Custom Research and Reporting

Our team of highly accredited research experts can customize a research study for you using online, telephone, mail, focus group, or central-location data collection methods. We manage all phases of the research project, including survey development, sampling, deployment, data collection, tabulation, statistical analysis and reporting.

**Kristin Letourneau, Ph.D., Associate Director of Penton Research:** Dr. Letourneau has 20 years of research experience, in both corporate and academic settings. She holds a Ph.D. in Social Psychology, with an emphasis in Quantitative Methods. Her work has been published in several Penton publications, as well as the academic journals *Group Dynamics* and *European Journal of Social Psychology*. During her eleven years with Penton, Dr. Letourneau has managed hundreds of primary research projects, designed to meet a wide variety of business objectives for her clients. She has received Penton’s Entrepreneur Award for professional dedication and outstanding contribution to the company.

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# CONTENT E-NEWSLETTERS

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**Capabilities:**

- E-Marketing Strategy
- Creative & Design
- Copywriting
- E-mail/E-Newsletter Template Design
- Content
- Primary Research
- E-Mail Lists
- Tracking & Analysis
- Deployment
- Opt in/Opt out Management
- Response/ROI Analysis
- Campaign Evaluation

**Enhance your E-Marketing efforts with these related products:**

- Content
- SEO
- Social Media
- Video

## Custom Written E-Newsletters

**All E-Newsletter packages include the following elements:**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>■ E-Newsletter template design</li> <li>■ Unique, custom content written by writers experienced in your market</li> <li>■ Supplementary content from articles already published by your Penton market publication (optional)</li> <li>■ Editorial planning to create an informative and educational project</li> <li>■ Reader engagement elements such as surveys or polls</li> <li>■ Data compilation and analysis form surveys or polls</li> <li>■ Performance metrics including open and click-through rates</li> <li>■ Capability for building Opt-in database for subsequent targeted efforts</li> </ul> | <ul style="list-style-type: none"> <li>■ Three (3) e-newsletter campaign</li> </ul>   |
|  | <ul style="list-style-type: none"> <li>■ Six (6) e-newsletter campaign</li> </ul>     |
|  | <ul style="list-style-type: none"> <li>■ Twelve (12) e-newsletter campaign</li> </ul> |

## E-Zines, E-Books, & Whitepapers

These products contain richer content than an e-newsletter and are employed to establish you as an industry authority or thought leader in your market. These vehicles employ electronic “page-turning” technology that displays content in a ‘magazine-style’ format. Content can be comprised of photos, graphs/ charts, research, advertisements, video and custom written copy.

**Each E-Zine, E-Book or Whitepaper includes:**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>■ Page turning format</li> <li>■ Design/layout</li> <li>■ Registration capabilities (optional)</li> <li>■ Custom written content</li> <li>■ Project management</li> <li>■ Metrics</li> <li>■ Hosting for 6 months</li> <li>■ Project PDF supplied for client website</li> <li>■ Two client revisions</li> </ul> | <ul style="list-style-type: none"> <li>■ Up to 8 (eight) total pages</li> <li>■ Six pages of custom written content</li> <li>■ Two pages for client promotion (advertisement, testimonial, advertorial)</li> </ul>      |
|  | <ul style="list-style-type: none"> <li>■ Up to 12 (twelve) total pages</li> <li>■ Eight pages of custom written content</li> <li>■ Four pages for client promotion (advertisement, testimonial, advertorial)</li> </ul> |
|  | <ul style="list-style-type: none"> <li>■ Up to 16 (sixteen) total pages</li> <li>■ Ten pages of custom written content</li> <li>■ Six pages for client promotion (advertisement, testimonial, advertorial)</li> </ul>   |

Ask us how we can help distribute and market these products to our readers!

Contact your sales representative or Penton Marketing Services directly for more information.