

## ASSET SYNDICATION

# Use your assets to tell a story

Informa Technology will manage all levels of your lead generation program, including a results-oriented marketing plan that leverages our audiences. You provide the assets and we will write custom email marketing promotions to deliver quality buyers who are interested in your messages

**SIMPLE DETAILS**

- Marketing automation for sophisticated behavior-based targeting
- Email – more than 560,000 unique email addresses
- Web banner impressions – extend reach to our 2.7 million monthly site visitors
- Social Media
- Syndication of content on our sites, partners sites and 3rd party sites.

**TURNKEY PROGRAM****FEATURES:**

We build and host a registration page and promote your assets to our audiences

We develop all promotional copy and materials

Leads include: name, phone, email, title, company, company size, job function

Weekly reports keep you informed and ready to respond

**USEFUL FOR**

- Content promotion – use your assets to tell a story
- Increasing lead quality
- Promote new products/services