

## CUSTOM CONTENT

# Provide IT Professionals with content that matters most.

Align your products and services with an established industry brand (in a competitor-free environment) surrounding a relevant topic for your target audience. Content developed exclusively for you will appear on our sites where IT professionals can learn, engage and respond.

### SIMPLE DETAILS

- Content, creation by industry experts
- Marketing, promotion and branding included
- Reporting of performance metrics
- Premium content offerings (optional)

### CUSTOM CONTENT OFFERINGS

- White Papers
- Infographics
- eNewsletters
- Tech Advisor
- Essential Guides
- Top 10 Cards

### USEFUL FOR

- Gain an exclusive share of voice
- Provide thought leadership
- Create brand awareness
- Align with third-party experts
- Content development
- Lead generation

