

ADVANCED LEAD SERVICES PROGRAM

Chemical processors do not sit back and wait for content to come to them, they search for it to solve a specific problem and to keep up with the latest developments in new technologies and solutions. Our audience is smart, and they want and appreciate educational content that provides problem solving ideas and practical solutions.

Our **Advanced Lead Services Program** is efficient, measurable and cost-effective.

Each customized program provides you with the opportunity to integrate your content in to our audience's research or purchase cycle and associate your brand at just the right time. Our Advanced Lead Services Programs provide you with strategic nurturing and real-time opportunity identification that results in a clear ROI, advanced marketing insights and improved sales efficiency.

>> **Advanced behavioral analysis** allows us to identify prospects as soon as they enter the purchase or research cycle.

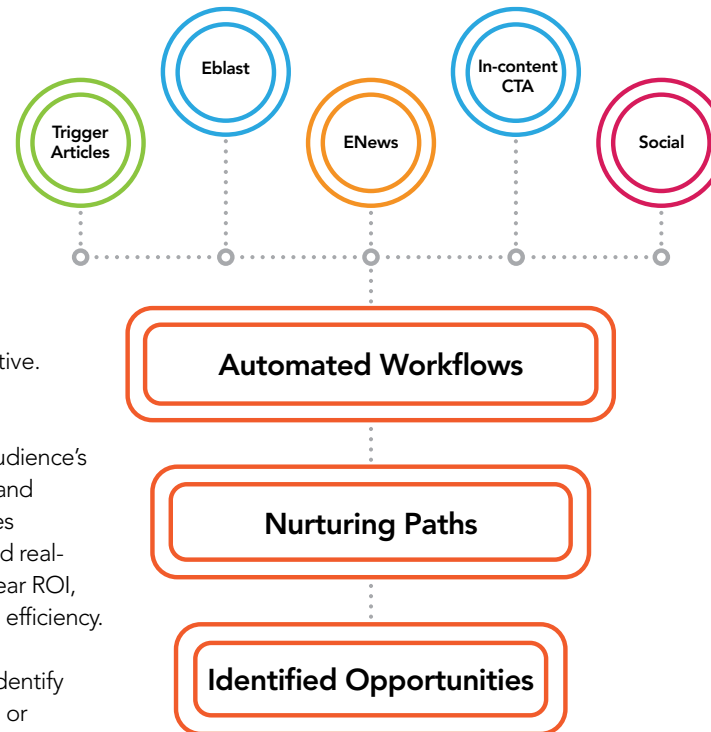
>> **Strategic content deployment** appeals to prospects at each stage of their journey and associates your brand at the right time.

>> **Automated marketing workflows** that capture and nurture prospects into opportunities and delivers them to your marketing and sales team.

>> **In-depth reporting** provides transparency and allows us to analyze and improve campaign results as partners in real time.

See results

The *Chemical Processing* **Advanced Lead Services Program** generated 26% MQL to SQL conversion rate for a recent program - almost double the conversion rate achieved from their own marketing automation efforts.



3, 6 or 12 Month Nurture Programs

The objective of a 3, 6 or 12 month Advanced Lead Services Nurture Program is to provide you with the opportunity to attach your brand and identify & nurture prospects during their research or purchase journey.

Program Details:

- Campaign consultation to identify objectives
- *Chemical Processing* co-branded Special Report on campaign topic
- Inbound program marketing including SEO optimized article on ChemicalProcessing.com, social promotion
- Outbound program marketing including targeted alert and newsletter placements
- Development of all program components including emails, landing pages, workflows
- Automated opportunity delivery with full demographic and content engagement identified
- Monthly program review
- Program adjustments as needed

Pricing:

3 months:\$18,500 net
6 months:\$25,500 net
12 months:\$40,500 net