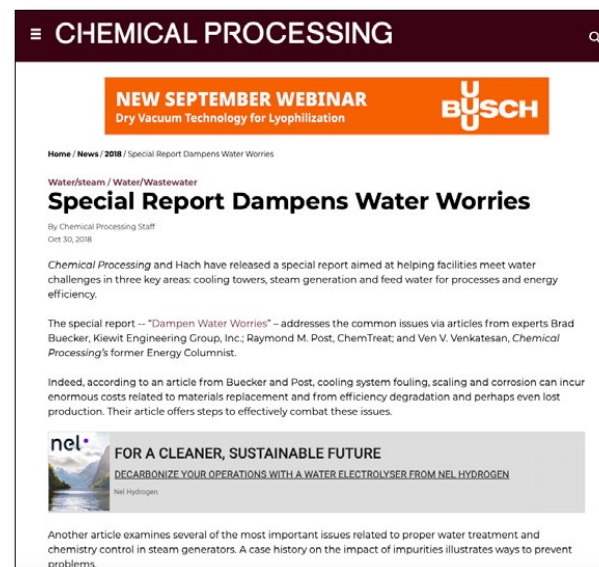


## Content Lead Nurture

The objective of a Content Lead Nurture Package is to provide you with the opportunity to leverage your content investment for continued prospect identification and nurturing. If you have worked with *Chemical Processing* on a White Paper, Special Report, Research Report, Video or Webinar, you have the opportunity to continue to market your investment with the Content Lead Nurture Package run in 30-Day increments. Including both inbound and outbound marketing efforts plus the opportunity to engage prospects with automated nurturing for prospect scoring, the Content Lead Nurture Package is an excellent add-on to any content based lead generation program.

Components:

- Inbound program marketing including SEO optimized article on ChemicalProcessing.com, social promotion (8xs per month)
- Outbound program marketing including an additional targeted alert (1x) and additional eNewsletter placements (2xs)
- Automated nurturing engagement email offering your additional, supporting content asset
- Development of all program components
- Automated opportunity delivery with full demographic and content engagement identified



## Content Lead Nurture Price:

Initial month ..... \$3,500 net  
 Each subsequent month... \$2,500 net

(White Paper, Special Report, Webinar, Video or Research Program sponsorship required)