

## ADVANCED LEAD SERVICES PROGRAM

Our **Advanced Lead Services Program** is efficient, measurable and cost-effective, offering marketers a defined content strategy with advanced behavioral analysis that will engage our readers with relevant content as they research solutions, vendors and begin their purchase journey.

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.

### 3, 6 or 12 Month Nurture Programs

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

- A prospect's journey will start with a co-branded Special Report on a topic that is relevant to your product or solution.
- Prospects will then be nurtured with your related content and qualified based on that content interaction.
- Throughout the program's duration, *Control* will engage in both inbound and outbound strategies to attract the right prospects to your program.

#### Components:

- *Control* branded Special Report on campaign topic
- Inbound program marketing including SEO optimized article on ControlGlobal.com and 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, proactive adjustments as needed.

#### Rates:

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

### 30 Day Nurture Package

The objective of a 30 Day Nurture Package is to provide you with the opportunity to leverage your content investment for continued prospect identification and nurturing. The 30 Day Nurture Package includes an original content piece published on ControlGlobal.com that is aligned with your content investment, a 30-day inbound and outbound marketing program and the opportunity to engage prospects with your content asset for prospect scoring.

#### Components:

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

#### Rates:

**30 Day Nurture Package (initial month) \$3,500 net**  
Special Report, Webinar or Research Program sponsorship required

**30 Day Nurture Package (each subsequent month) \$2,500 net**  
Special Report, Webinar or Research Program sponsorship required