

ADVANCED LEAD SERVICE PROGRAMS

Our Advanced Lead Service Programs are efficient, measurable and cost-effective programs offering marketers a defined and structured content strategy, combined with advanced behavioral analysis that will engage our readers with relevant, on-point content as they begin their purchase journey in searching for solutions and strategic suppliers.

Each customized program provides you with the opportunity to integrate your content into our audience’s research / purchase cycle and associate your brand and company as a solutions provider... at just the right time. How it works;

- 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 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 with our partners in real-time.

These elements combine to deliver strategic nurturing and real-time opportunity identification that result in a clear ROI, advanced marketing insights, and improved sales efficiency.

3, 6 or 12 Month Programs

The objective of a 3, 6 or 12 month ALSP to provide you with the opportunity to attach your brand and identify and nurture prospects during their research or purchase journey.

Components:

- Campaign consultation to identify objectives.
- Development of *Food Processing* branded Special Report on campaign topic.**
- Inbound program marketing including SEO-enhanced article on FoodProcessing.com, as well as 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.

Price:

3 month program: \$18,500 net

6 month program: \$25,500 net

12 month program: \$40,500 net

**Note: Additional costs may apply if custom content must be created by *Food Processing* editorial for Special Report.

