

Social Media

SharePointPro DevProConnections

Sponsorship Opportunities

Benefits ▶

- Increase your social media presence and instantly raise the bar on the chatter around your company
- Intensive branding with turn-key production; you supply the blog copy, we do the rest
- Thought leadership through exclusive voice and alignment with our expert
- Extensive and qualified reach to our IT and Developer community of 2.7M
- Blog package includes pre-qualified leads with full demographic data including name, email, job title, company, company size, address and phone number

Guest Blogs

Establish thought leadership
Heightened brand recognition
Pre-qualified leads

Benefit Summary

Have a company blogger with a great message, but not enough audience? Looking to gain a foothold as a market leader in your space? Our Guest Blog sponsorship allows your expert to voice their point of view to our community of Developer and IT professionals. Topic alignment, search engine integration and 500,000 marketing impressions will drive traffic to your message. We will also wrap your best blog content into a monthly newsletter with you as the exclusive sponsor. In addition, we are including a web seminar with one of our industry speakers to garner leads and awareness on topic aligned to your blog post.

Sponsorship Includes:

- Exclusive Sponsorship
- Turn-key fully produced and promoted web seminar
- Turn-key fully produced and promoted monthly e-newsletter
- Full marketing plan to promote blog
- Full marketing plan to promote web seminar
- All copy writing for promotions
- Integration in overall search results
- Pre-qualified web seminar leads with full demographics including name, e-mail, phone number, job title, job function, company, company size and company mailing address

Advertiser Investment: \$28,000 net total for this 3 month program

Twitterview

Establish thought leadership
Heightened brand recognition
Increased social presence

Benefit Summary

Our staff will find an industry expert with a successful twitter following to feature in this unique conversation! In this 140 character interactive exchange, the industry expert will moderate a discussion between your product manager and one of our experts on the topic of your choice. Sponsorship comes with heavy promotion and contest to drive participation.

Sponsorship Includes:

- Exclusive Sponsorship
- Five week marketing plan promoting event
- Weekly prize giveaway to incent new followers and advance question submittal
- Grand prize give away option to incent participation at Twitterview
- Five seed question of your choice
- Production of 45 minute Q&A interview with our expert and your product manager answering questions

Advertiser Investment: \$10,000 net total
(total does not include grand prize giveaway)

Twitter Retweet Contest

Gain new social media followers
Promote your new product
Generate buzz

Benefit Summary

We'll send out daily 140 character tweets and conduct weekly giveaways to get our followers to retweet the message. The messages can include promotions to your assets, website or general tweets about a technology or your product specifically. Optional grand prize drawing may be included.

Sponsorship Includes:

- Daily tweets for 4 weeks
- Promotion of Twitter contest in other social mediums including Facebook and LinkedIn
- Promotion on our website and to our email subscribers
- Copy writing for the tweets, banner ads, sponsored links and e-mail promotions
- Administration of daily tweets and weekly giveaways and full production of the contest

Advertiser Investment: \$7,000 net total (total does not include grand prize giveaway)