



# Penton Marketing Services™

WE KNOW YOUR CUSTOMERS

powered by  
**eyetraffic™**

## New Solutions...New Opportunities

# What is Penton Marketing Services



**Penton Marketing Services** offers a full range of content solutions, digital services and lead nurturing and qualifying services that leverage our deep industry knowledge and customer relationships. We work closely with clients to analyze their business needs and develop strategic marketing solutions to realize their goals.

Our services include:

- Research
- Lead Generation
- Lead Nurturing & Scoring
- Mobile
- Video
- Website Development
- Search Engine Optimization
- Social Media eListening
- Paid Search Engine Marketing

# Solutions take many forms

## DIGITAL SOLUTIONS

Micro Site



eBook



Webinar



Virtual Event



eNewsletter



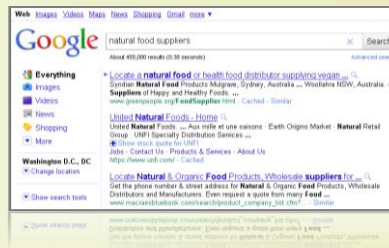
Websites



Social Media eListening



Search Engine Marketing



Lead Lifecycling



Custom Apps

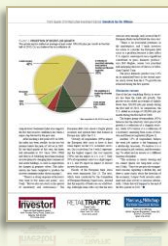


Custom Video



## RESEARCH SOLUTIONS

Custom Research



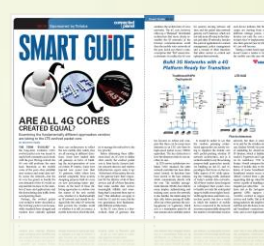
Polling



Trade Research



White Paper



Supplements



Custom Magazines



Show Daily



## PRINT SOLUTIONS

# What do you need to achieve success?



# Product Options To Achieve Your Marketing Goals



# Research

We have the audience and the market expertise to get your questions answered. Our team of highly accredited research experts can customize a study designed to address your specific objectives and needs.

•**Pulse of the Market Polls:** Gives you quick feedback on a single question, or a series of questions presented in consecutive monthly polls. Ideal when you need a quick answer to a hot topic.

•**Full Service Research:** Each project begins with a consultative intake of your goals, immersion into your target audiences and discussion of how the data will be used (and by whom). We then develop a research methodology designed to turn data into insights.



Research Benefits



Thought Leadership



Test Product Concepts



Refine a Strategic Plan



Expand into New Market



# Lead Generation

We know your customers. We know what they are reading and the topics they respond to, which allows us to produce a lead generation program that builds good quality leads with true interest quickly.

- **Virtual Events:** Educate your prospects, while you gain their trust and respect. We'll provide you with full demographic and behavior information on your attendees and event analytics.
- **Web Seminars:** Educate and capture leads with exclusive sponsorship. Capture your prospects attention for 60 minutes with our expert's insight or your product demo.
- **White Papers:** Position your company as a thought leader while generating leads.



# Lead Lifecycling

Our Lead Lifecycling program goes beyond demographics by using behavioral data to pinpoint hot leads.

## Best in Class Results:

- **Improved ROI.** Nurtured leads produce a 20% increase in sales\*
- **Provides sales team with “sales-ready” leads.** By quickly identifying qualified prospects through a lead scoring process, you can generate up to a 40% increase in sales productivity\*\*\*
- **Increased average deal size.** Nurtured leads in best in class organizations deliver 47% higher average order values vs non-nurtured leads\*\*
- **Shortens sales process**
- **Cycle of creating buyers.** Leads that aren't sales-ready are educated and nurtured until they become sales-ready

\* Demand gen report “Calculating the real ROI from lead nurturing”

\*\* Aberdeen Research, “Lead nurturing: the secret to successful lead generation”

\*\*\* Sales process and measurement, Sales 2.0 conference

## Lead Lifecycling

### Lead Generation

*Webinar, White Paper or other educational product used to create a pool of leads*



### Lead Nurturing

*Warming leads through ongoing education to advance leads closer to a purchase*



### Lead Scoring

*Scores leads readiness to buy using A (hot), B (warm), C (interested) system*



# Mobile Solutions

Mobile is a strategic play and when designed with its uniqueness and your marketing goals in mind provides branding, content and loyalty value anytime, anywhere.

- Mobile Apps:** Use when you have a specific feature or functionality in mind and users will need to access when they may not have internet access.

- Mobilize-Your-Site:** If your customers are on the go, a mobile site can provide them with the basic information and resources they'll need – anytime, anywhere.

- Tradeshow App:** Sponsor a mobile app for one of our tradeshows and be in front of viewers as they search for content and vendors. Or build one for your own event!



## Mobile Benefits



## Brand Visibility



## Elevate your company as forward thinkers



## Gain Loyalty from users



## Provide a valued tool

# Video Services

Video is a great communicator. As content experts, we can incorporate information and messaging that resonates with your ideal prospect.

## When to Consider:

- You want to demonstrate a product.
- You want to elevate your brand and products at a tradeshow.
- You have an expert that you want to elevate as a thought leader.
- You have a project concept that requires original video and you want to do something unique.
- You have an awareness or educational campaign you want to feature in a special way and share on social networks.
- You want to improve CTR on your banners or drive more traffic to your site.



### good for search

When properly optimized, video increases the chances of front page Google results by 53 times.

### preferred by users

71% of online users watch Internet video, and the number of video streams should double by 2013.

### video gets shared

Over 170 million online users watch video on social networking sites every month.

## Benefits of Video



**Longer Time Spent on Your Website**



**Improves Your Search Engine Ranking**



**Facilitates Viral Marketing**



**Compelling form of Communication**



**Increase Banner Advertising Interaction**

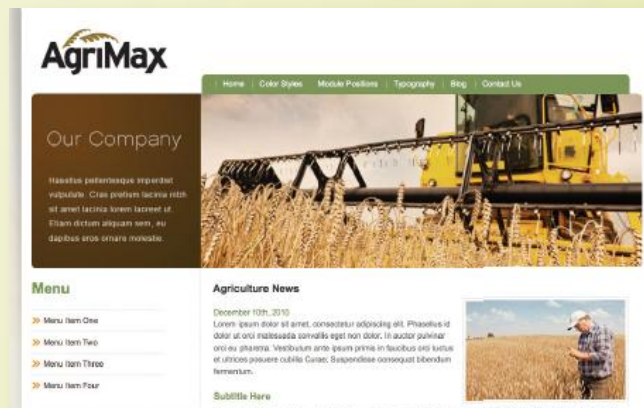
# Website Development

A well designed and content optimized website will bring visitors with true interest to your site that are more likely to explore your products and services.

## When to consider a new website:

- **Refocusing your brand, services or overall strategy:** just like a house remodel, sometimes it's better to start from scratch.
- **Improve conversions:** When you are having a difficult time funneling visitors to your desired location?
- **To drive the ideal visitors to your site:** As we build your website, we focus on the best search terms, keywords and content that will attract and draw visitors deeper into your site.
- **New product launch**

Always consider SEO and a PPC programs when launching a new site!



# Social Media eListening by EyeTraffic

Monitoring of yours and your competitors' brands can yield insight that helps to optimize ongoing marketing campaigns, act quickly on opportunities and positively impact the success of SEO programs and other online tactics.

•**eListening and Social Media Audit:** If you're not sure where to start with Social Media, this introductory audit will provide you with the intelligence to move you in the right direction.

•**Social Media Monitoring:** When you're ready to take full advantage of what social media offers, one of our thorough tracking, competitive analysis and comprehensive Social Media recommendations and action plans will be your guiding light.

## top networks

- Facebook:** more than 600 million active users
- Twitter:** around 600 million search queries per day
- LinkedIn:** Executives from all Fortune 500 companies are members

## beyond big networks

There are 152 million blogs online with trackable conversations

## internet users

- 72% of internet users have at least one social network profile
- Social media networks and blogs consume nearly 25% of people's time online

## Benefits of Social Media



Improves SEO



Gain Competitive Intelligence



Create a Community



Thought Leadership



Measurable Results

# Search Engine Optimization by EyeTraffic

Search Engine Optimization (SEO) is a complex process of bringing qualified prospects to your company's website through the most popular search engines. Over 81% of prospects will search the Internet for your services and 70% of those searches will be from Google.

## **When to consider:**

- You want targeted-traffic volume
- You need to improve your search engine rankings
- You want to increase pre-qualified traffic
- You are launching (or redesigning) a new website
- You need to improve your page ranking against your competition
- You want organically generated conversions on your website.

SEO is an ongoing process that requires consistent monitoring and adjustments, but the results can be very powerful.

**Effective SEO**

**Site Content & Structure**

**Keyword Analysis**

**Links coming into the site**

**Social Media Monitoring**

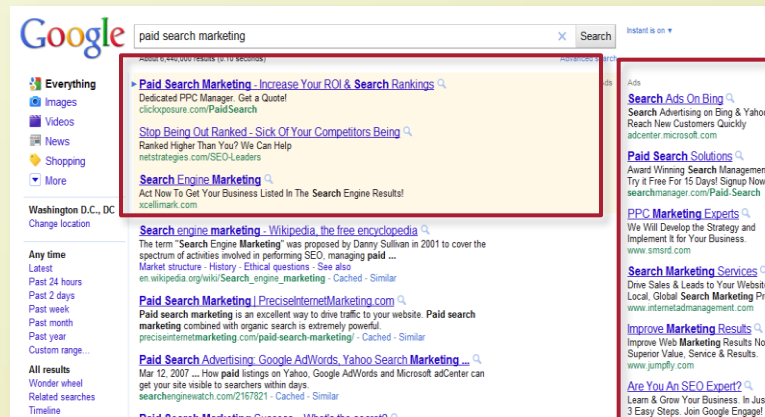
**Content Quality**

# Paid Search Engine Marketing by EyeTraffic

Pay-Per-Click (PPC) marketing remains the number one online lead generation marketing tactic, allowing companies to reach targeted audiences more effectively.

## When to consider PPC Marketing:

- You need to position a brand or product at the top of search engine results pages (SERPs) *immediately*.
- You want to quickly learn which keywords are high-converters, then apply learning to your SEO strategy
- You want to boost sales quickly
- You want to geographically target an audience
- You need to appear alongside a competitor at the first initial customer interest



## PPC Benefits



## Traffic Generation



## Pull Marketing Vehicle



## Lead Acquisition



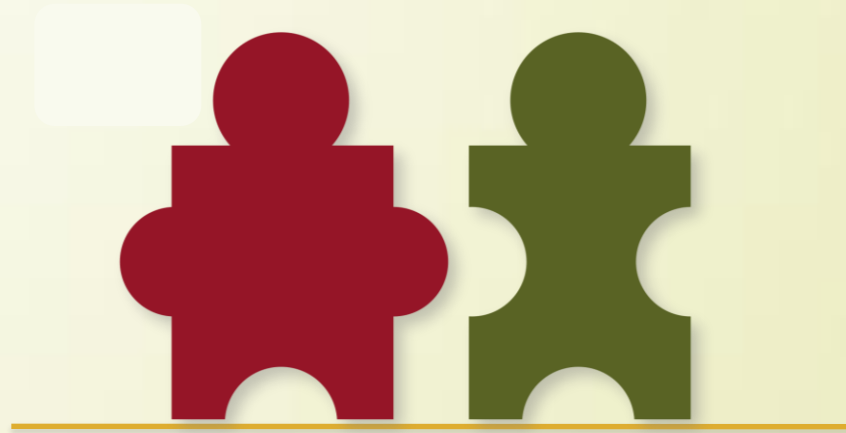
## Real-time Tracking



## Instant Search Visibility



# Next Steps



- Summary of your goals
- Key areas of interest
- Follow up

**Thanks for your time.**