

# CONTENT MARKETING

WE DON'T JUST SYNDICATE



## OUR PROGRAMS

We combine our unmatched expertise and broad audience reach with a powerful content marketing engine to produce integrated, multi-channel programs that propel results and maximize ROI.

Our industry-leading content marketing solutions promote your assets to our audience of **over 138 million** B2B decision-makers, filling your pipeline with qualified leads.



### Leads with Different Engagement Temperatures

Whether you need a full-funnel program or a top or lower funnel boost, we'll create a custom campaign for you to **fill your funnel with leads** at different engagement levels.

• Lukewarm ——— • Warm ——— • Hot ——— 🔥 Very Hot ——— 🔥 Boiling



### Lead Cascade

Discarding leads that don't fit a specific campaign's every qualification criteria is wasteful. **Why?**

**Those leads might be the perfect fit for a future campaign.**

Instead of abandoning them, we turn these bottom-of-the funnel prospects into advocates of your brand and keep them engaged—at a fraction of the cost to you—until they are primed for conversion.



### inHQL

Accelerate your sales cycle, increase conversions, and drastically improve close rates with our inHQL program. We identify qualified prospects and generate lower-funnel leads who are **ready to make a purchase**.



### Fair Trade Lead Qualification

Custom account intelligence is key to gaining optimal insight into your ideal customer. We incentivize prospects to share this intelligence by offering a personalized gift in exchange for answering relevant questions. This is your opportunity to create the first positive touch with your brand that keeps on rewarding long after they drink that cup of coffee or read that book.



### Custom Content Creation

Our team of industry experts creates **custom, conversion-optimized content** that is tailored to inform and engage target audiences. Fueled by creativity, our program provides clients with quality content to boost lead generation efforts.



### Webinar Promotion

Our integrated solution is designed to **guarantee** webinar leads and amplify your success. Using a host of digital demand generation tactics, we create campaigns that reach your audiences before, during, and after the event.

## WANT TO LEARN MORE ABOUT HOW OUR DEMAND SOLUTIONS CAN HELP YOUR ORGANIZATION?



**ACCOUNT BASED MARKETING**

LEARN MORE →



**TRIPLE THREAT INTENT SIGNALING**

LEARN MORE →

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