

CONTENT SYNDICATION LEAD TOUCH

When lead quality is more important than lead quantity.

Content Syndication Lead Touch provides marketers with the opportunity to reach a relevant Penton audience of 5,000. Promote white papers, drive content engagement, increase lead quality, improve event attendance, promote new products and more!

SIMPLE DETAILS

- 3-touch email strategy
- Sent to audience of 5,000
- Written using Penton's editorial expertise
- Design is included
- Detailed summary reporting

ADDITIONAL SERVICES**Content**

Knowing what your audience wants to consume, you can target them better.

USEFUL FOR

- Content promotion
- Increasing lead quality
- Drive event attendance
- Promote new products/services

**Lead Engagement Program**

FEATURES:

- **1st Email**
5,000 qualified industry contacts
- **2nd & 3rd Emails**
Smaller list, more engaged
- **Summary Report**
Lead engagement & prioritization