

INFOCENTERS

Take your marketing, training and recruiting to the next level.

InfoCenters are designed for companies seeking an engaging, dynamic solution for daily branding, high-quality lead generation, custom content, social media interaction, thought leadership training and recruiting. InfoCenters provide a persistent online destination to showcase assets, information and messages that will engage audiences.

SIMPLE DETAILS

- Exclusive daily branding
 - 595x119 exclusive sponsor ad unit
 - Site Skins
 - Accessed from Home page
 - Company Profile Page
 - 500 word description, company logo, contact info, link to website
 - 3 blogs per week by Penton expert
 - Thought Leadership guest blogs
 - Published 2x per month and Bonus posting on home page guest blog area
 - Corporate asset postings
 - Post whitepapers, research, case studies, videos, podcasts, etc.
 - Interactive content
- Monthly lead reports from asset downloads
 - Targeted cadence: 50 leads/month 600/year
 - Monthly custom InfoCenter UPDATE Newsletter
 - InfoCenter Twitter feed
 - Baseline Perception Study pre and post campaign
 - Engagement Scoring: monthly summary to review site engagement metrics
 - Reader engagement
 - Content engagement
 - Social engagement

