

WHITE PAPER 2.0

Turn your thought leadership content into an immersive experience with StoryScape.

White Papers are a proven content marketing tool that allows you to demonstrate your leadership position and help your audience solve challenges but it's time to move past the PDF. We live in a world where attentions spans are short, we're on the go. Content alone is not often enough to engage users and formats must be mobile friendly– StoryScapes combine top-notch, Penton-produced content along with world-class design to deliver an engaging UX that is unparalleled across any user device.

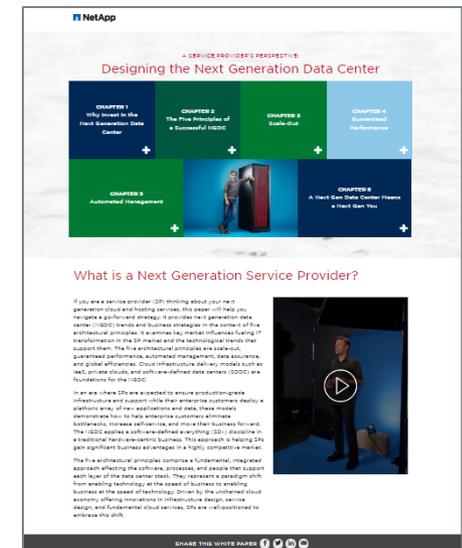
STORYSCAPE

A StoryScape is a visually-stunning, mobile-friendly web page that guides readers through a specific topic in a deeply engaging way. Go beyond text and bring the message to life with interactive page elements such as animation, compelling images, embedded videos, photo galleries, interactive charts, related assets, and an in-page navigation that allows users to jump to sections of interest or dive deeper into related content.

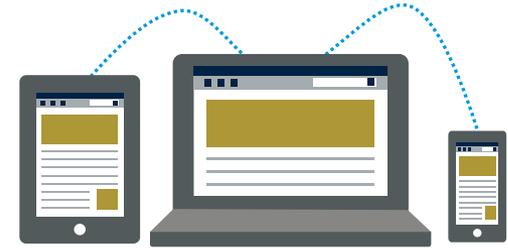
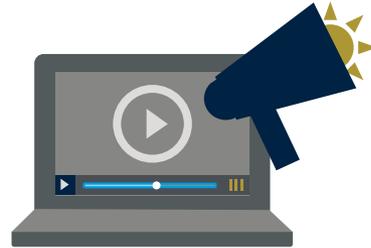
An expert from our experienced editorial team and a creative designer collaborate with you to tell a compelling story around an industry topic that leads to greater engagement with the subject at hand. Often weaving newly created and existing content into the story, the experience reaches users at various buying stages and helps them progress toward a purchase decision.

USEFUL FOR

- Educate on key topics & pain points
- Co-branding reinforces credibility
- Optimized for user's device
- Gated, to generate leads
- Increases exposure of related assets
- Embedded, rich content keeps users progressing through the story
- Deeper metrics offer insights into audience engagement



WHITE PAPER 2.0 – PROGRAM DETAILS

**CONTENT DEVELOPMENT**

Experienced industry editorial team collaborates with you on topic discovery and gathers background information

- StoryScope is typically ~3,000 words and can include existing videos/images/graphics, related sponsor content (i.e. testimonials, assets, etc.) as well as up to 4 custom-created components such as graphs, charts and simple animations
- Hosted on brand site for 12 months

PROMOTION (3 MONTHS)

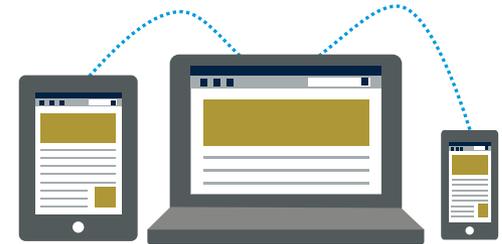
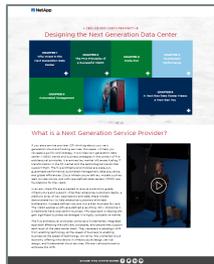
- Penton-produced, co-branded promotional campaign including emails, banners, social posts and newsletters
- Registration form captures business card information
- Weekly lead report & monthly engagement metrics
- You're encouraged to promote through your own methods as well

AUDIENCE RETARGETING

- Target users that visited StoryScope
- Sponsor-provided banners drive to your website
- Banners run across web + newsfeeds ads on Facebook

End-to-end program management including topic discovery, content & creative development, hosting, turnkey marketing program and deep engagement metrics.

WHITE PAPER 2.0 - PROGRAM

**CONTENT DEVELOPMENT**

Penton-produced content designed to weave your message into a compelling StoryScape that will resonate with your target audience. Conveys your point of view on an industry topic and integrates related assets to let users explore further.

- Educate on key topics
- Grow thought leadership
- Reinforce credibility

TURNKEY PROMOTION

Hosted for 12 months and marketed for 3 months, the StoryScape is accessible from relevant brand sites via content feeds, search results, related content, banners and more. Built-in marketing plan includes dedicated emails, newsletter features, and social posts.

- Targeted reach
- Drives awareness
- Generates leads

AUDIENCE RETARGETING

Stay in front of those who visited the StoryScape for 90 days to help drive them to your website by targeting them via display ads across the web and in their Facebook newsfeed.

- Nurtures leads
- Increases frequency
- Deepens awareness