

## E-NEWSLETTERS

# Deliver engaging and educational content that your target audiences want.

Let Informa create highly engaging content that we can market to our audiences. Keeping your target customer/market in mind, we deliver useful information that educates and informs in a competitive-free environment and generates new business for your company.

**DELIVERABLE OPTIONS**

- Unique, custom content
- Series of 4-12 newsletters
- Editorial planning, template design and analytics provided
- Build opt-in database for targeted efforts (optional)

**USEFUL FOR**

- Create awareness
- Thought leadership
- Staying top of mind to customers
- Consumer education
- Qualified leads

**ADDITIONAL SERVICES**

- **White Paper** - Publish your custom content as a white paper and market it within your newsletter to gain even more leads and visibility.

**78% of CMO's**

think custom content is the future of marketing.