

WEBINAR + SOCIAL

# When you want to amplify your message via channels frequented by your audience.

Connect with your target market by tapping into Penton's vertical-market communities through a turn-key social marketing program attached to your valuable one-hour webinar developed in collaboration with Penton's industry expert content team.

## SIMPLE DETAILS

- Social sharing before, during and after
- Develop topic and speaker suggestions with Penton experts
- Develop social media marketing plan: posts, tweets, hashtags, messaging etc.
- Marketing and promotions included

## USEFUL FOR

- Amplifying your social reach
- Develop highly shareable content
- Driving engagement
- Generating leads

## ADDITIONAL SERVICES

These additional marketing services compliment or work well with Webinars + Social:

### NEWSLETTER

Convert content into a newsletter and email to a Penton audience while also driving web traffic.

### SEARCH PRESS PRO

Announce the release to a larger audience.

### LEAD LIFECYCLING

Nurture generated leads.



**87% of B2B marketers**

use social media to distribute content.