

## NEWSLETTERS

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

Let Penton 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.

### SIMPLE DETAILS

- 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



**78% of CMO's**

think custom content is the future of marketing.

### 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.