

CONTENT MARKETING

Provide your industry-focused audience with the content that matters most.

Our technical editors have perfected the ability to communicate product and solution know how and present it in print, digital or video formats. Their experience leads to your success.

SIMPLE DETAILS

- Can include new content creation or the promotion of existing content
- Advertise to Penton audiences for greater reach
- Registration capabilities (optional)
- Penton hosting (optional)

USEFUL FOR

- Increasing engagement
- Driving web traffic
- Learning what content matters to your audience most
- Thought leadership

ADDITIONAL SERVICES

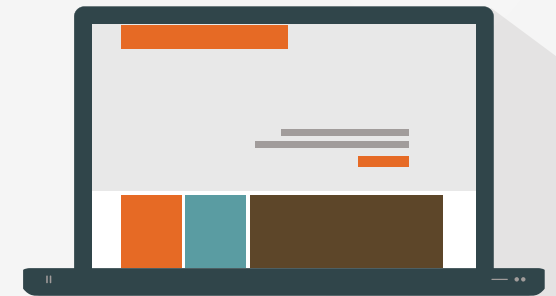
These additional marketing services compliment or work well with Content Marketing:

NEWSLETTER

Convert content into a newsletter and email to a DES audience, driving web traffic to your site.

SEARCH MARKETING

Update keywords within your current content to gain page views and increase ranking.



78% of CMO's
think custom content is
the future of marketing.