

## CONTENT SYNDICATION LEAD TOUCH

# When lead quality is more important than lead quantity.

Content Syndication Lead Touch provides marketers with the opportunity to reach a relevant Penton audience of 5,000. Promote white papers, drive content engagement, increase lead quality, improve event attendance, promote new products and more!

### SIMPLE DETAILS

- 3-touch email strategy
- Sent to audience of 5,000
- Written using Penton's editorial expertise
- Design is included
- Detailed summary reporting

### USEFUL FOR

- Content promotion
- Increasing lead quality
- Drive event attendance
- Promote new products/services

### ADDITIONAL SERVICES

#### Custom Research

Knowing what your audience wants to consume, you can target them better.



### Lead touch program

#### FEATURES:

- **1<sup>st</sup> Email**  
5,000 qualified industry contacts
- **2<sup>nd</sup> & 3<sup>rd</sup> Emails**  
Smaller list, more engaged
- **Summary Report**  
Lead engagement & prioritization