

## CONTENT SYNDICATION: LEAD TOUCH

# When your lead quality is more important than your lead quantity.

Content Syndication Lead Touch provides marketers with the opportunity to reach a relevant Penton audience of 5000. 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

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with Content Lead Touch:

#### RESEARCH

All good things start with research. Understand your buyers with a unique advantage.

#### CONTENT

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

#### EVENTS

Convert your content into a newsletter and email to a Penton audience.

### USEFUL FOR

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



## Lead touch program

### FEATURES:

- **1st Email**  
5000 qualified industry contacts
- **2nd & 3rd Emails**  
Smaller list, more engaged
- **Summary Report**  
Lead engagement and prioritization