

## BLOG CONTENT

# Start a conversation with your audience and learn what content matters most.

Create an on-going discussion with your target markets. This service engages the audience and is a vehicle for audience members to leave comments and continue the conversation.

### SIMPLE DETAILS

- 24-48 pages (standard)
- Product PDF to embed/display
- Design/layout production
- Registration capabilities (optional)
- Penton hosting (optional)

### USEFUL FOR

- Creating buzz
- 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 Blog Posts:

#### ENEWSLETTER

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

#### SEO

Use findings to identify keywords and competitor data.

#### INFOGRAPHIC

Visually represent main data points in an easily digestible and shareable format.



## Companies with an active blog

report 97% more leads.