

## ENEWSLETTERS

# 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

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with eNewsletters:

#### WHITE PAPER

Publish your custom content as a white paper to gain even more leads and visibility.

#### TOP 10 CARD

Convert topics into a top 10 card for easily shareable information (great for social media.)



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