

ESSENTIAL GUIDES

When you want to become the voice of hot industry topics and generate qualified leads.

Establish subject matter expertise and thought leadership while driving high quality leads. Essential guides are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results.

SIMPLE DETAILS

- Subject matter expert author
- Content acquisition (custom or re-purposed)
- Project management & production included
- PDF formatted electronic files
- Registration capabilities (optional)

USEFUL FOR

- Thought leadership
- Revealing industry knowledge
- Show subject matter expertise
- Driving high quality leads

ADDITIONAL SERVICES

These additional marketing services compliment or work well with Essential Guides:

INFOGRAPHIC

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

SEARCH PRESS PRO

Announce the release of your new white paper.

WEBINAR

Unveil key findings in a webinar.



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