

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.