

Poster Alert

One of the challenges companies have in our industry today is the use of their content and how to promote it to a large targeted audience. Using posters from a tradeshow is a great option to maximize and generate leads to a broad audience that we can provide.

What it does:

- ▶ Using posters from key tradeshows
- ▶ Aggregating this content by market (i.e. food, environmental, pharma, biopharma)
- ▶ Engaging customers with videos of your scientist discussing their poster

What you receive:

- ▶ 100% share of voice
- ▶ Driving and generating leads
- ▶ Hosted on our website for six months
- ▶ Aggressively promoted through multi-channel marketing via dedicated e-blasts, website, e-newsletter, and social media postings
- ▶ Monthly metrics report

