

NEW LEAD-GENERATION PROGRAM FOR WHITE PAPERS (AND OTHER MARKETING ASSETS) AT KMWORLD.COM

➤ For more than ten years, KMWorld has helped IT marketers generate quality sales leads through its “Best Practices” white paper program, turnkey webinars and dedicated email blast offerings. Today, we are excited to announce a brand new program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

➤ How does it work?

Your white papers are posted in a special section on the KMWorld.com web site and marketed to qualified candidates in the KMWorld subscriber and affiliate network of more than 100,000 IT and business stakeholders at organizations across North America via online, email and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts at legitimate organizations in North America are delivered to your team. These deliveries occur via spreadsheet, twice a month, on the first business day following the 15th and last business day of the month.

- Standard contact capture fields include full name, job title, company name, postal address, phone numbers and email address. Custom fields are available too.
- Basic screening eliminates false entries, incomplete forms, students, educational faculty, independent consultants, competitors and leads outside of North America. Global leads can be delivered, as well, to companies that choose to

take advantage of KMWorld’s unique international positioning, at no additional charge.

- Introductory programs start at 100 leads delivered over a 90-day period. This program is scalable and can accommodate 200-300 leads and up.

➤ Why try this program?

- The KMWorld syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your white papers.
- The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, on-demand webinars and more.
- Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to KMWorld for relevant content.
- You only need a logo, headline, 75-word description and white paper PDF to get started.

➤ Contact us

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KMWorld is offering a limited time, introductory CPL rate, if you book your program prior to December 31st, 2015. To discuss the rate and take advantage of this unique opportunity, contact your KMWorld sales representative today.