

WM CUSTOM OPPORTUNITIES

OPPORTUNITY



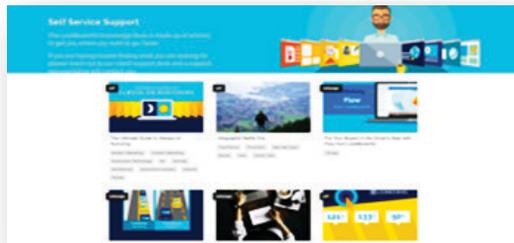
Facebook Live

A service to offer marketers that are using FB Live to create a 4-8 minute event from within an event. Includes production + moderator + marketing.



StoryScapes

Visually-rich, interactive landing page that is mobile friendly and offers deeper use engagement. Multiple applications for monetization. Leverages content marketing trend to visual web.



Content Engagement Center

A customized environment that houses assets around a given topic and allows user to binge consume, while offering the deeper user engagement metrics that marketers are looking for.



Explainer Videos

Explainer videos are quick, engaging video segments that deliver messages effectively. Length usually ranges between 30 seconds to 90 seconds. Ideal to use to help explain a particular product or initiative.

WM CUSTOM OPPORTUNITIES

OPPORTUNITY



“State Of” research

Combines expert analysis in addition to research results data, and presented in new format that is designed for widespread user consumption and better UX.

“Under :30 Live”

The condensed down version of a webinar that can be developed around themes such as “product demo”, “best practices”, “research”, or “case study”. Moves thinking away from typical webinar being 60 minutes with several speakers, and opens up new applications for existing offerings and established workflow process.

WM CONTENT MARKETING

OPPORTUNITY



White Papers Essential Guides

Establish subject matter expertise and thought leadership while driving high quality leads.



eBooks & Digital Magazines

These products contain rich content and are employed to establish you as an authority in your industry.



Custom e-newsletters

Highly engaging editorial content created for your target customer/market that we market to our audiences.



Top 10 Cards

Brief pieces that provide a series of tips or steps that help your customers solve a problem or guide them in a buying decision.



Video Blog

Add a compelling visual appeal to a standard blog, and increase sharing among business communities.



Infographics

Use data visualization and social sharing to draw a wider viewing audience into information that might otherwise be hidden.

**We can create
virtually any type of
content you need!**

Creating compelling content for auto industry professionals – your customers – is what we do.

Whether you want to connect with customers via video, social media, white papers, e-newsletters or any other form of communication, WardsAuto can create customized content to carry your message and deliver it to our database of readers as well as your own list of customers. This page illustrates just a sampling of what we can do. Have more ideas? Let's brainstorm together!

WM AUDIENCE EXTENSION

OPPORTUNITY

STAY IN FRONT OF YOUR MOST VALUABLE PROSPECTS ONLINE

Millions of decision makers engage with Penton brands daily to get critical information to grow and run their businesses successfully. **Audience Extension** helps you stay in front of those business people, keeping your brand top of mind and encouraging response.

1) Client identifies target audience

Select audiences based on **demographics** and/or **behaviors**

2) We match target audience to our database

1st Party Data – unique to Penton’s Audience Extension program

3) Target audience sees client ads

Ads served on **Penton** and **brand-safe websites** (CNN, CBS, ESPN, TripAdvisor, etc)*

Clients increase their reach and visibility to the right decision makers



USEFUL FOR

- Increasing ad visibility with your identified audience
- Lifting response with additional touch points
- Account-based marketing
- Reaching identified targets on Facebook

* We put quality and quantity restrictions in place for a non-intrusive user experience.