



## Custom Media – Content Marketing

LEVERAGE YOUR DYNAMIC CONTENT

*Content marketing is not a passing fad. According to the Content Marketing Institute, 93% of B2B organizations rely on content marketing.*

### Benefits

- » Increased revenue
- » Heightened brand awareness
- » Established thought leadership
- » Increased number of qualified sales leads
- » Higher conversion rates
- » Lower cost of customer acquisition
- » Better customer retention

We know you have a story to tell. Educate and inspire buyers with valuable, relevant content. Let our 98 years of experience in creating and distributing quality, trusted content help you plan and execute a successful content marketing strategy.

Connect with your target market through a variety of different product lines in content marketing. We conduct a thorough exploration of your business goals so we can develop a strategy with a specific plan to best achieve them. All projects are 100% customized to fit your unique needs.

- » Custom magazines
- » White papers
- » Custom e-newsletters
- » Advertorials
- » Case studies
- » Custom webinars
- » Roundtable events
- » Educational symposiums
- » Videos, podcasts and blogs
- » Subscriber development campaigns

# Capabilities & Case Studies

## Subscriber Development

**NEEDS:** An international poultry health company needed to increase the number of subscribers to its educational magazine and understand more about reader demographics.

**SOLUTION:** Develop a multi-channel subscriber development campaign including: e-blasts to a targeted list of potential subscribers, prestitial website ads on WATTAgNet.com, text ads in WATT Poultry Update e-newsletter and print advertorials in *WATT PoultryUSA magazine*.

**RESULTS:** The multi-channel campaign resulted in tens-of-thousands of brand impressions and more than 1,000 new poultry health professionals subscribing to the magazine. In addition, WATT Global Media's Audience Intelligence Marketing (AIM) master database was able to identify other information channels the subscribers were using thereby providing further value to the customer.

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## Digital Multi-Channel Campaign

**NEEDS:** An international poultry health company needed to promote three educational videos and persuade viewers to request a promotional DVD.

**SOLUTION:** Develop a multi-channel digital marketing campaign including: targeted e-blasts, online text ads and banner ads – all designed to drive poultry health professionals to a custom landing page housing the three videos and instructions to order the promotional DVD.

**RESULTS:** The campaign resulted in tens-of-thousands of brand impressions, and hundreds of video views and requests for the promotional DVD.

## Print-to-Digital Conversion/ Subscriber Development

**NEEDS:** A global poultry research company needed to decrease the cost of distributing its company magazine while increasing the number of readers and understanding how readers were interacting with magazine content.

**SOLUTION:** Convert the print magazine to a digital publication, email the issue to current subscribers and target potential new subscribers from WATT Global Media's AIM master database.

**RESULTS:** Completely eliminated the printing and postage costs of the magazine while increasing total audience reach beyond the company's subscriber list. In addition, the customer is able to track what articles are most popular with readers.

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## Custom Digital Magazine

**NEED:** One of the world's leading suppliers of vitamins, carotenoids, eubiotics, and feed enzymes needed to increase brand exposure, educate and inform its prospects about best practices to improve their operations, and develop a global database of leads for its sales team and distributors.

**SOLUTION:** Produce a digital magazine distributed to a targeted list of potential subscribers from WATT Global Media's AIM master database. This was supported by a multi-channel subscriber development campaign including: targeted e-blasts, prestitial website ads on WATTAgNet.com, text ads in e-newsletters and display ads in print magazines.

**RESULTS:** The multi-channel campaign resulted in tens-of-thousands of brand impressions, more than 1,000 subscribers to the digital magazine and a measurable increase in brand exposure. Furthermore, the sales team was provided with the subscriber list for direct follow-up with qualified prospects.

