

Marketing Services Overview

For Aviation, Aerospace & Defense Marketers

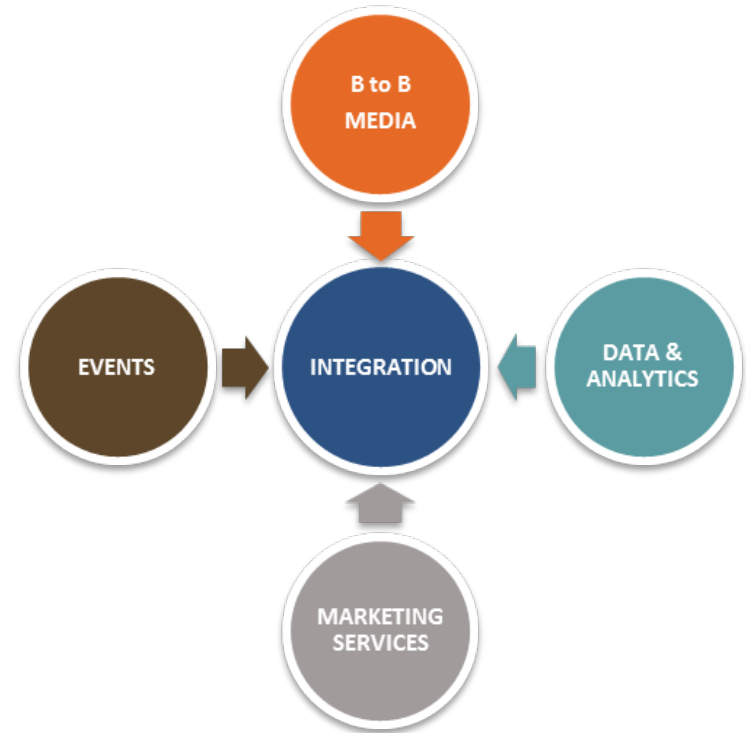
Aviation Week Network Mission

Provide the aviation and aerospace community essential information and knowledge to help them:

- **Make Critical Decisions**
 - Reach Complete Buying Teams
 - Engage Key Influencers
 - Connect Buyers with Sellers
- **Capture Business**
 - Deep Technology Content
 - Intelligence/News
 - Data and Analytics

... and GROW

To deliver this Aviation Week Advantage we invest in ROI - creating content, audience development and technology.

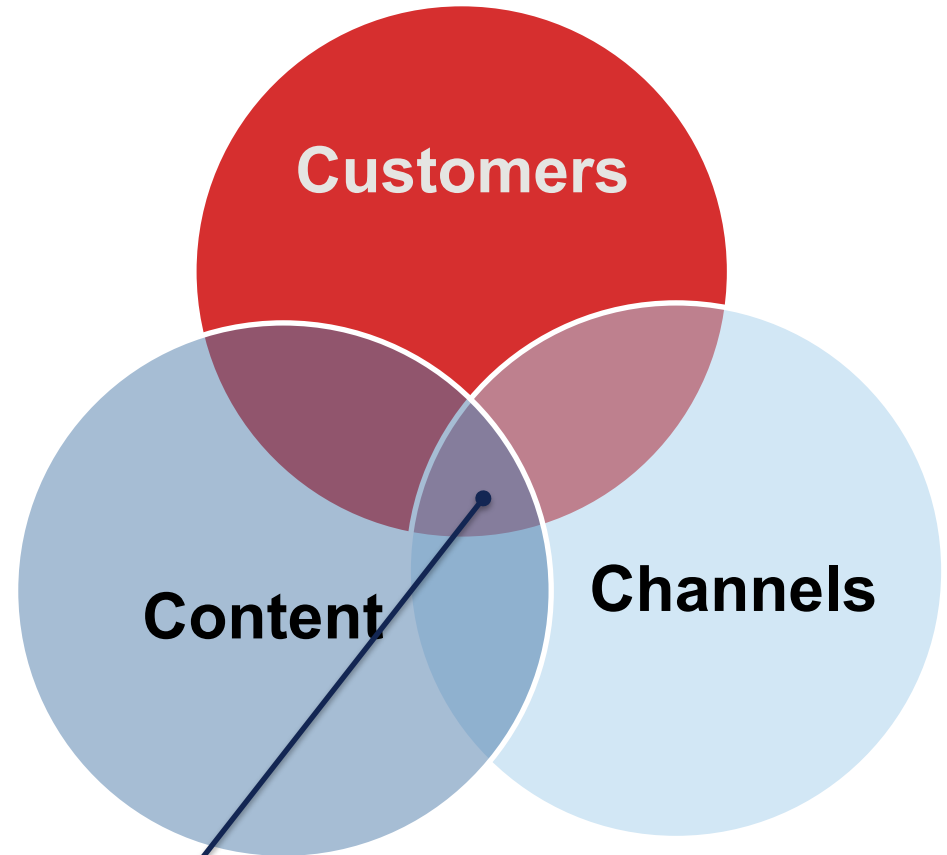


What are Marketing Services?

Exceeding your marketing goals by applying vertical industry knowledge to engage customers and deliver measurable ROI.

Mastering the 3 C's:

- **Customer** databases
- **Content** that creates engagement and action
- **Channels** – from webinars to social media – that connect content and customers



The Power is in Integration

Integrated marketing programs deliver the impact, engagement and ROI that today's competitive landscape demands.

Content and Channel Solutions

Research Content Events Lead Services Digital



Custom Research

Uncover valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts or refine your strategic plans.



Online Focus Groups

Gives you the insights of an in-person session while allowing clients and participants to simply log in from their desks, saving time and resources. The sophisticated Online platform allows moderators and clients to view the participants in one consolidated screen, so every participant's feedback and reactions can be captured.



Strategic Insights Study

Custom-designed service that creates an actionable marketing plan out of audience-centered research. A team of seasoned analysts use business intelligence as a means to drive confident marketing programs that align messaging, content and media channels.



Ongoing eListening

Quantify your digital marketing effectiveness. Better understand brand sentiment, social media performance, competitors and more.



White Papers/ Essential Guides

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



eBooks & Digital Magazines

Using electronic "page-turning" technology these products contain rich content and are employed to establish you as an authority in your industry.



Content Channels

Align your products and services with an established industry brands to create brand awareness and gain thought leadership.



Top 10 Cards

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



eNewsletters

Highly engaging editorial content created for your target customer/market that we market to Penton audience.



Blog Content

Create an on-going discussion with your target markets with content written by industry experts.



Video Blog

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



Infographics

Draw a wider viewing audience into information that might otherwise be hidden in long-form content with the use of data visualization and social sharing.



Virtual Events

Bring buyers into an interactive environment that provides education, opportunities for networking, and interaction with providers of valued products and services—all Online.



In-Person Events

Make a lasting impression by networking with your current and potential clients in person. This gives attendees an opportunity to interact with your products and services in a more memorable way.



Webinars

Cost-effective way to generate a large number of leads and align your company with industry experts by providing solutions or education to your audience.



Webinars + Video

Capture your target audience while you record and present engaging, conversational-style videos using webcam technology and slides. Great for demos.



Webinars + Social

Amplify your social reach, develop highly shareable content and drive engagement to your webinar. Get even greater reach by sending out to Penton's vertical-market communities.



Content Syndication Lead Touch

Leverage a 3-touch nurturing program that promotes lead quality more than lead quantity.



Webinar Lead Touch

Gain greater return on your Webinar investment by engaging leads immediately after your event.



Targeted Lead Engagement Program

Leverage a 4-touch nurturing program to expand information from generated leads and gather insights into customer intent and readiness to purchase.



Event Lead Engagement Program

Leverage a 4-touch nurturing program to increase the pre-event buzz and drive traffic to your event.



Lead Lifecycling

Use a combination of expert content, targeted email communications and behavioral data to nurture, score and qualify prospects.



Monthly SEO

Gain keyword strategy development, continuous site improvement recommendations, on-page optimization efforts, key link building and reporting.



SearchPressPro

Get your press release found by sending it out to a network of 5,000+ websites.



Pay-Per-Click

Digital marketing campaign designed to deliver results with thorough campaign and advertising setup, then moving into monthly campaign management and continuous optimization efforts.



SEO/PPC Combo

Attain immediate search engine traction and results through paid-search advertising (PPC), while garnering lasting value by achieving higher natural search engine (SEO) rankings.



Website Builds

Design and development packages that give you all the tools you need to succeed in today's Online marketplace.



Ongoing Social Monitoring

Reach your customers, measure your marketing success and update your marketing strategy based on social performance data and research.

Customer Access – SmartReach

(3rd Party List Rental)

Penton SmartReach™ is simply the largest quality B-toB, direct response database on the market. With business intelligence from over 1.3 million professionals in **241** countries, you'll be sure to reach your target audience.

773,046

POSTAL

286,806

PHONE

401,358

EMAIL

- **Target by 5 key market segments:**

- Business Aviation
- Commercial Aviation
- Defense
- MRO
- Space Technology

- **Engage industry professionals** and consumers that have elected to hear about your products and services.

- **Hone in on specific brands** or search the whole database.

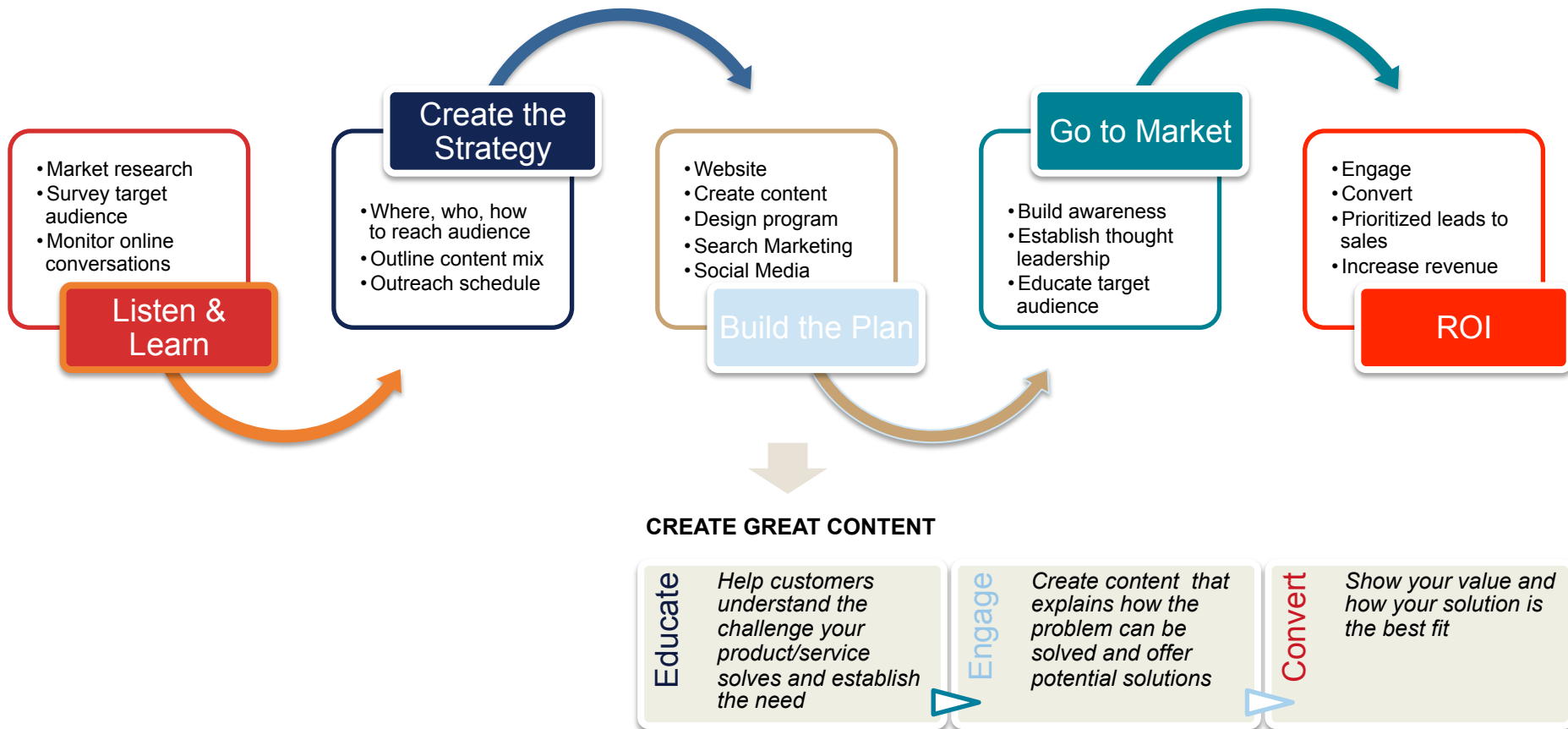
1.3

Million A&D Professionals 1.3

- Executive Senior Mgmt.: 232,000
- Engineering & Engineering Mgmt.: 120,000
- Flight Operations: 285,000
- Corporate/Commercial: 332,000
- Procurement & Administration: 120,000

Building the Solution

A Proven Process that Creates Results:



Conclusion

How the Aviation Week Network Delivers Your Marketing Services Advantage:

- Deep experience and capabilities across the 3 C's: **Content** Development, **Customer** Databases, and **Channels**.
- Proven execution and measurement with integrated, long-term partner programs.
- Marketing partner - Project manager assigned to ensure deliverables and metrics are met.
- Efficiency & Value - Single source for core market reach and cost efficiency as well as impact savings on total program.



Thank You