



Marketing
Services

ENGINEERED MARKETING FOR THE ELECTRONICS INDUSTRY

Lead Conversion | Lead Generation | Audience Development

MARKETING SERVICES

Are you speaking to the right audience? Are you generating true leads or just contacts? Who's buying and when?

Now you can answer these questions with confidence and the data to support. You may know us as the publisher of some of your prospects' and customers' favorite titles including *Interference Technology*, *Electronics Cooling*, and *Environmental Test & Design*. But do you know we also provide full-fledged marketing services, from developing your audience to helping convert your leads to sales? We're a hybrid of a publisher and agency able to combine our audience and marketing technology with yours to create a truly integrated strategy.

LEAD CONVERSION

You have leads that are in the buying process, but how do you influence them to choose you as their product or service provider of choice? We'll help you keep the conversation going between you and your future (and current!) customers. By staying in touch with relevant and strategically-timed content and offers, not only will you stay top-of-mind with your leads, you'll know when someone is ready for the sales team. Better yet, we'll help your leads reach out to you. This unique Conversation-to-Conversion process ensures you don't miss a potential buyer, and positions your company as an industry thought leader.

LEAD GENERATION

We start with the research required to identify where your next customer may be. With the buyer personas in hand, we get to work generating. Utilizing a combination of enticing content and precision placement, contacts are compiled that include detailed demographic and buying behavior data. And for those that look like they're in the buying process? Those are leads. This interaction determines where to take the conversation next, saving you time while positioning you at the forefront of your potential buyers' minds.

AUDIENCE DEVELOPMENT

With over 40 years of experience in building and understanding the audiences of specialty engineers and technical decision makers, ITEM Media is prepared to get your message to those who need it most. We harbor an arsenal of audience building tools such as our publications, tactical email campaigns, unique content creation, and more. With a consistently growing audience in place, you're ready to harvest for leads.

THE NOT-SO-SECRET SAUCE: CONTENT, DATA, AND TECHNOLOGY

Looking for custom content creation? How about some help wrangling your data and turning it into something that's useful? What about finally getting that long-fabled CRM or email platform up and running? Let us help.



FREE REVIEW:

Contact us for a **FREE** and informal review of your sales funnel.

Email: GRAHAM@ITEM.MEDIA

OUR MARKETING SERVICES CAN UTILIZE ANY OF THE BELOW:

- Email
- Marketing Automation
- Web Design/Development
- Design
- Search Engine Optimization (SEO)
- Paid Search Advertising
- Display Advertising
- Social Media Management
- Persona Development
- Reporting & Analytics
- Re-marketing & Re-targeting
- Online Events
- *And much more!*

Please visit
www.item.media
for more information



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OUR MEDIA BRANDS

