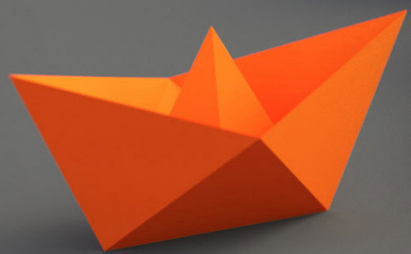


# Content Solutions



# amplify

by ANNEX

Supported by



 AmplifyByAnnex.com

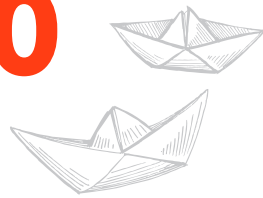
PROJECT MANAGER

**Stefanie Croley**

T: 226-931-4949

scroley@annexbusinessmedia.com

# WHAT WE DO



**Amplify by Annex Business Media** is a full-service content studio that delivers a journalistic approach to brand storytelling through turnkey content marketing campaigns.

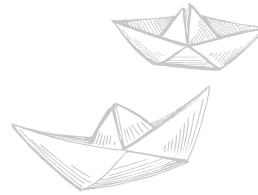
Through the creation of unique and insightful content, Amplify helps businesses foster connection, community and credibility. Our in-house experts use quality content and targeted distribution to bridge your brand's solutions with your customer's pain points.



© treenabeena/Adobe Stock

**AmplifyByAnnex.com**

For quotes and to discuss your content needs, please contact your **Annex Sales Representative** or our **Project Manager, Stefanie Croley**.



## CONTENT RETAINER PROGRAM

Looking for a flexible content strategy to bolster your in-house marketing team?

**Welcome to Amplify Plus** – your new partner (and project manager) dedicated to crafting original content that support your marketing goals. Whether you're looking to establish your market presence or foster an ownable conversation through a full-funnel omnichannel approach, we've got you covered. We'll work with you to develop a tailored content strategy designed to meet your clients where they are and maximize your brand impact.

With a scalable and customized approach, Amplify Plus's credit program allows you to select from a portfolio of options, each with a credit value attached.

### HERE'S HOW OTHER BUSINESSES ARE USING THEIR CREDITS:

- Thought leadership articles
- Blog or fast-facts articles
- Case studies
- Sales collateral
- Knowledge centres
- Rapid-fire videos
- Social media copy
- Research summaries
- On-demand webinars
- Long-form video
- Interactive content

**\$5,000 = 4 credits**

**\$10,000 = 8 credits**

**\$15,000 = 12 credits**

**\$30,000 = 24 credits**

**\$40,000 = 32 credits**

**\$50,000 = 41 credits**

**\$60,000 = 50 credits**

# YOUR BRAND AMPLIFIED

## CASE STUDY

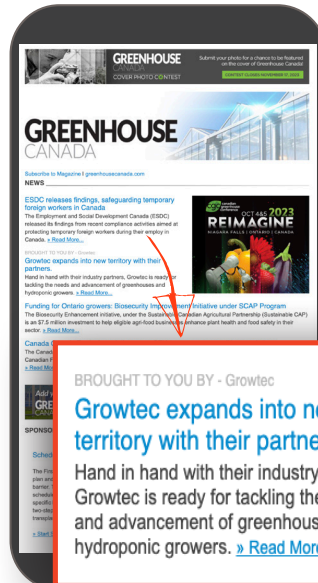
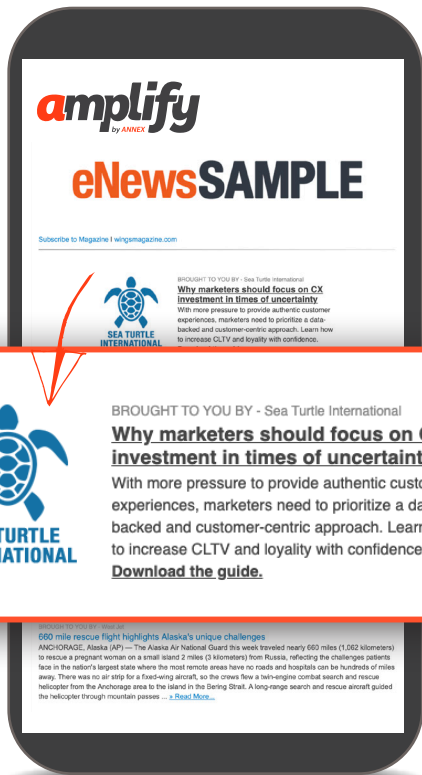
The case for multi-platform content marketing.



**We'll create** curated content designed to reach potential buyers at different stages of their buying journey, with structured campaigns to support each phase.

- Articles or blogs
- Research Reports
- Whitepapers
- eBooks
- Case studies
- Infographics
- Surveys
- Podcasts
- Video

**Once your content** is ready to be shared, we'll distribute it to your chosen target market(s), using multiple touchpoints to build awareness, increase engagement and earn trust. Your content can take several forms – let's work together to determine the best format(s) to meet your goals.



AmplifyByAnnex.com



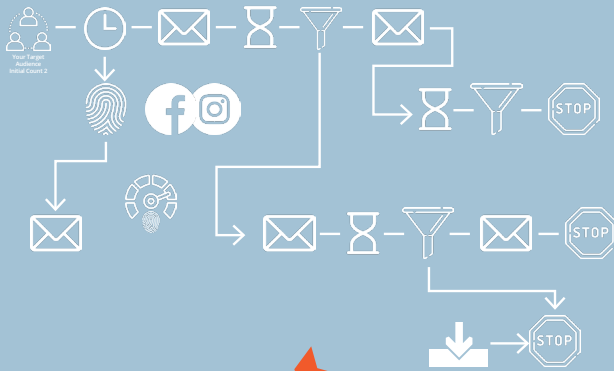
# INFORM, ENGAGE AND ACQUIRE

## LEAD GENERATION TOOLS FOR YOUR INDUSTRY HAVE ARRIVED



### LEAD DRIVER

A CUSTOMIZED MARKETING JOURNEY UNLIKE ANY OTHER



What if you could reach thousands of decision makers in your target market, taking them on a sophisticated journey through your expertise, products and services?

What if that campaign delivered a tangible list of highly qualified prospects who expressed interest in your brand?

Generate leads through full-stack marketing technology offered exclusively by Annex's owned and operated platforms.

#### What Lead Driver includes:

- Marketing Automation—4 email drip campaign
- Modal Window or high-value web ad on our website
- Social Ad on Facebook or LinkedIn
- eNewsletter Ad
- Personalized Landing Page
- Gated access for new unknown leads
- Scored Leads for your sales team

### LEAD DRIVER+

Want more? Expand your reach to these highly qualified audiences as they visit all in-demand platforms via Annex Omnichannel. These new qualified audiences are further developed and driven to your Lead Driver landing page.

Through optimized campaigns on leading platforms with proven tactics, Lead Driver+ delivers an additional 100,000 impressions and captures qualified leads through your personalized landing page gate.

#### Lead Driver+ includes full Lead Driver package PLUS

- Programmatic Display Advertising
- Social Media Advertising
- LinkedIn, Instagram, Facebook, Twitter, Snapchat, TikTok
- Search Keyword Advertising
- Google Microsoft Search Network

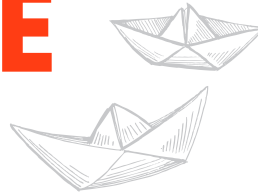
[Access content marketing resources from Amplify here](#)



Crafted exclusively for your brand and market, Amplify will create content that will engage your audience and generate leads in a customized marketing journey unlike any other.



# OUR AUDIENCE



With more than 900,000 print subscribers and 460,000 eNewsletter subscribers across our 60+ brands, our timely and relevant insights and resources keep our audience engaged. We'll use the same business journalism expertise to create premium content and share your story with our audience of decision makers.

## RESOURCES/HEAVY EQUIPMENT

- Forestry
- Biomass
- Drainage
- Ground water
- Pulp and paper
- Construction

## RETAIL

- Bakeries and bakery owners
- Pizzerias and pizzaiolos
- Rental services

## COMMERCIAL

- Security
- Aviation

## AGRICULTURE

- Crop production
- Horticulture and greenhouse
- Cannabis
- Turf
- Aquaculture
- Manure management
- Poultry
- Feed and nutrition

## MANUFACTURING/INDUSTRIAL

- Manufacturing
- Packaging
- Printing
- Glass
- Fenestration
- Food processing and packaging
- Plastics
- Cleantech
- Design engineering

## PROFESSIONAL SERVICES

- Emergency services  
*(police / fire / disaster management)*
- Contractors
- Consulting engineers
- Electricity and energy
- Heating, plumbing and air conditioning
- Human resources/C-suite managers

