

A Campaign on a Silver Platter...

Campaign Bundles allow us to provide Marketers with an answer to the **volume and nature** issues they face everyday. It's 3rd party, top of funnel content from the Aberdeen Group that can be used to maintain the **interest and dialog** of a target audience.

Serving up the right content in a ready -to-use package to help Marketers focus on the buyer.

CAMPAIGN BUNDLES:

THE RIGHT MIX OF CONTENT TO ENGAGE YOUR BUYER

Mix-and-Match

Choose among the available content types and create a bundle of 3, 4, or 5* pieces to fuel your upcoming campaign:



SmartBite

One-page visual summary of statistics in an easily consumable format.



Checklist

One-page checklist that includes "steps," "best practices," or a "guide" in a process.



Knowledge Brief

Focuses on best practices or problem/solution oriented content, typically 2-4 pages.



Research Report

Standard report content, longer form, typically 8-12 pages.

*Purchasing a "5-pack" means we will duplicate one of the short form formats (Smartbites or Checklists only).

