

ControlDesign.com FOR MACHINE BUILDERS



Custom Digital Content

In addition to site advertising, e-newsletter sponsorships, webcasts, and our core lead-generation programs, Control Design offers a variety of other digital marketing opportunities to connect suppliers of automation, control and instrumentation technology with process industry end-users worldwide.

CUSTOM E-NEWSLETTERS

Editorial and design services are available to create and distribute custom e-newsletters according to specific parameters and marketing goals.

Recent Examples

An electronic show daily developed in conjunction with Honeywell's 2008 User Group Symposium.



An "Alarm Management Bulletin" developed on behalf of Matrikon to promote its alarm management initiatives.



SPONSORED KNOWLEDGE CENTERS

ControlDesign.com Knowledge Centers are designed to combine lead generation with thought-leadership positioning. Knowledge Centers bring together essential decision-making resources on a specific technical topic—whitepapers, webcasts, video clips, articles, application notes, etc.—in a resources page on ControlDesign.com.

Our Knowledge Center platform combines a sophisticated content management tool and robust back-end reporting to facilitate high-end, integrated campaigns. The site user's ability to access multiple downloads from a single registration facilitates the user experience as well as allowing the sponsor to qualify leads based on specific interests and readership habits.

A Control Design client services specialist will actively manage available digital inventory on our website and in our e-newsletters to drive traffic and registrations according to mutually agreed upon expectations.

Recent Examples
A Knowledge Center for
Mechatronics Resources.

DATABASE ACCESS

Access to Control Design's e-newsletter subscriber and registered website user databases is available for direct marketing purposes. Email addresses are not released; supplied HTML and/or text creative is delivered to selected opt-in email addresses on behalf of the client. For more on Database Access contact Patty Donatiu, pdonatiu@putman.net, or via telephone at 610-690-7442. For Custom Digital Content Packages Contact Jeanne Freedland, jfreedland@putman.net, or via telephone at 212-665-3197.

