



Lead Generation Programs

Control Design's unique lead-generation programs are based on best practices in permission marketing: Offer high-value content related to a specific technology purchase decision or topic, and interested prospects will offer their contact information in exchange, giving you implicit permission to market to them.



Program mechanics

- Your company sponsors and/or supplies an appropriate piece of high-value content. (If you can't supply an appropriate piece of content, we can create one for you.)

- We promote this "gated asset" to our e-newsletter subscribers and site visitors.
- Upon download, these sales leads are yours for further qualification and follow up:

First Name	Last Name	Company	City	State	Zip	Phone
1	John	Smith	Atlanta	GA	30308	404-555-1234
2	Jane	Johnson	Atlanta	GA	30308	404-555-1234
3	Bob	Brown	Atlanta	GA	30308	404-555-1234
4	Sarah	Green	Atlanta	GA	30308	404-555-1234
5	Michael	White	Atlanta	GA	30308	404-555-1234
6	Emily	Black	Atlanta	GA	30308	404-555-1234
7	David	Gray	Atlanta	GA	30308	404-555-1234
8	Amanda	Red	Atlanta	GA	30308	404-555-1234
9	Christopher	Blue	Atlanta	GA	30308	404-555-1234
10	Stephanie	Yellow	Atlanta	GA	30308	404-555-1234
11	Matthew	Purple	Atlanta	GA	30308	404-555-1234
12	Olivia	Pink	Atlanta	GA	30308	404-555-1234
13	Andrew	Light Blue	Atlanta	GA	30308	404-555-1234
14	Isabella	Light Green	Atlanta	GA	30308	404-555-1234
15	Benjamin	Light Orange	Atlanta	GA	30308	404-555-1234
16	Mia	Light Purple	Atlanta	GA	30308	404-555-1234
17	Ethan	Light Yellow	Atlanta	GA	30308	404-555-1234
18	Ava	Light Blue	Atlanta	GA	30308	404-555-1234
19	Noah	Light Green	Atlanta	GA	30308	404-555-1234
20	Charlotte	Light Orange	Atlanta	GA	30308	404-555-1234
21	Liam	Light Purple	Atlanta	GA	30308	404-555-1234
22	Amelia	Light Yellow	Atlanta	GA	30308	404-555-1234
23	Lucas	Light Blue	Atlanta	GA	30308	404-555-1234
24	Sophia	Light Green	Atlanta	GA	30308	404-555-1234
25	Isaac	Light Orange	Atlanta	GA	30308	404-555-1234
26	Madison	Light Purple	Atlanta	GA	30308	404-555-1234
27	Jack	Light Yellow	Atlanta	GA	30308	404-555-1234
28	Evelyn	Light Blue	Atlanta	GA	30308	404-555-1234
29	William	Light Green	Atlanta	GA	30308	404-555-1234
30	Abigail	Light Orange	Atlanta	GA	30308	404-555-1234

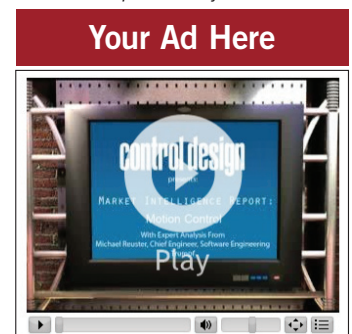
- We create a custom registration page including up to three unique qualifying questions that must be completed in order to download the content in question.

The most common type of sponsored content offered through Control Design's lead-generation channels is the white paper, although other content types also have proven effective lead-generation offers.

Other types of content that can be sponsored and promoted through ControlDesign.com

- Audio Podcasts
- Application notes
- Pre-recorded webcasts
- Downloadable software applications
- Repackaged, bundled editorial articles on a particular topic
- Sponsored Video

This video is sponsored by:



Pricing for Control Design's digital lead-generation programs starts at \$5,300 gross, which includes a two-month promotion period—typically kicked off by prominent placement in a ControlDesign.com Premium Content Alert e-newsletter. Additional promotional efforts to be managed by a ControlDesign.com client services specialist to ensure lead-generation quality and quantity expectations are met.