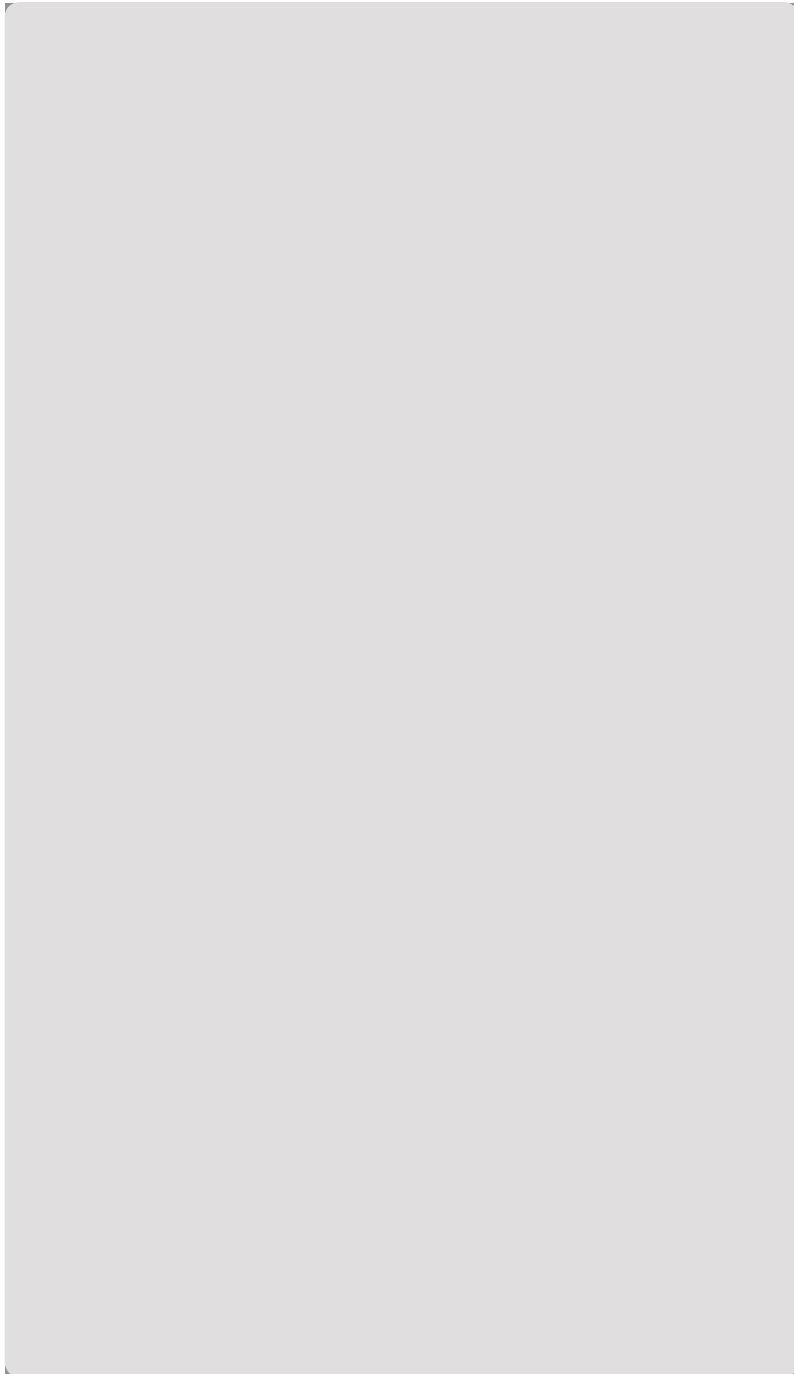


### Ensure your customers have a great “post-click experience” by sending them to your custom Knowledge Center



At the center of your integrated marcom program, a custom Knowledge Center (KC) may be the ideal place for your customers to “land” following a click on your content. These “microsites” are also an excellent way to build credibility and generate quality leads

Designed and executed by a client success manager at Putman Media and co-branded with [FoodProcessing.com](http://FoodProcessing.com), your KC is accompanied by a campaign to promote traffic through a broad range of creative elements

Your KC should include your best content such as white papers, case studies, application notes, press releases, Webcasts, technical articles and more.

Generate qualified leads as visitors complete custom registration forms prior to downloading material. Comprehensive monthly reporting provides actionable data regarding what elements are working best and the types of content most frequently downloaded.

Click around the screen image to the left and check out some of the marketing resources showcased in this KC. Then, [contact us](#) and let’s talk about how we can build a custom KC for you!

To view more samples of KCs on our Websites, click these links:

[Honeywell](#), [National Instruments](#), [Infor](#), [Motorola](#)

# F.A.Q.

## ANSWERS TO COMMON QUESTIONS ABOUT CUSTOM KNOWLEDGE CENTERS

The screenshot shows the FoodProcessing.com website with a navigation bar at the top. The main content area is titled "Industry Knowledge Center" and is sponsored by Grant Thornton. It includes several sections: "Research and Trends" with key articles and an audio cast; "White Papers" with an article on industry trends and a solution-chain manufacturing white paper; and "Webcasts" with a video about four steps to China. The page is powered by Leadix.com.

**What is the purpose of a custom Knowledge Center?**  
Knowledge Centers (KCs) build your position as a thought leader in the community and serve as an excellent lead generation source. A KC may also serve as the landing page for many of your digital marketing campaigns.

**What type of content is usually included?**  
Think of the custom Knowledge Center as a micro site for a topic of primary interest to your customers. Our team will help you build a custom KC which features essential decision-making resources such as white papers, technical articles, application notes, success stories, presentations with audio and research reports, webcasts, video clips.

**How will you create awareness and entice customers to visit?**  
A Putman Media client success manager will create a comprehensive campaign to introduce your custom KC and the resources it offers the community. The campaign will consist of a variety of messaging and creative elements, each focusing on another reason to visit the KC. These elements may be appearing in various locations on our website, as part of our weekly newsletters, in custom emails, as part of an SEM campaign and even in our print magazines.

**What type of reporting is included?**  
You can expect to receive timely, thorough information about the number of visits to your custom KC, the source of the visit and the actions taken at the site. In all likelihood, this will be the best reporting you have ever received from one of your digital campaigns. Best of all, the high end analytics and lead capture programs we offer, provide you and the Putman team with the actionable information we need to continuously improve your custom KC and satisfy your customers.

**How much time and money is required?**  
If you have the content available, your custom KC can be operational in as little as six weeks. A Putman client success manager will handle the design and building of your custom KC and create the traffic driving campaign. Putman can assist you in creating additional content for an additional fee. The financial investment is a one-time set up fee and a monthly charge which includes the promotional campaign, regular modest site refinements, hosting, reporting and consulting. The largest variable is the size and nature of the promotional campaign you desire.

**Need more information?**  
Call us at (630) 467-1300 and we'll be happy to answer your questions!