

PharmaManufacturing.com

THE DIGITAL RESOURCE OF PHARMACEUTICAL MANUFACTURING MAGAZINE

Lead Generation Programs

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

Program mechanics

1 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.)

2 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.

3 We promote this "gated asset" to our opt-in subscribers via content alerts.

4 Your content is featured on PharmaManufacturing.com's home page

5 Your content is featured within an edition of PharmaManufacturing E-News

6 Upon download, these sales leads are yours for further qualification and follow up.



The most common type of sponsored content offered through PharmaManufacturing'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 PharmaManufacturing.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 PharmaManufacturing'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 PharmaManufacturing.com Premium Content Alert newsletter. Additional promotional efforts to be managed by a PharmaManufacturing.com client services specialist to ensure lead-generation quality and quantity expectations are met.