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THE DIGITAL RESOURCE OF PLANT SERVICES MAGAZINE

Knowledge Center Program

At the center of your integrated marketing communications 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 PlantServices.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.

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



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