

Penton Marketing Services offers a full range of content solutions, digital services and lead nurturing and qualifying services that leverage our deep industry knowledge and customer relationships.

- CUSTOM MAGAZINES/ E-MEDIA
- WEBINARS
- LEAD LIFECYCLING
- E-LISTENING / SOCIAL MEDIA
- MOBILE APPS
- WEB SITES / MICROSITES
- CUSTOM TRADE RESEARCH
- SEARCH ENGINE OPTIMIZATION

We work closely with clients to analyze their business needs and develop strategic marketing solutions to realize their goals.

Educate your customers and establish thought leadership.

One of the greatest challenges facing marketers is producing content that engages. As content experts, we can help you establish authority with credible content that provides valuable information to prospects and customers.

Custom Magazines



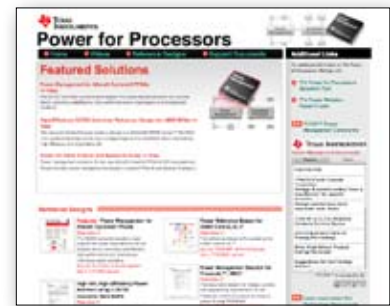
eNewsletters



White Papers



eMedia Centers



Generate leads, and send sales-ready opportunities to your teams - as they develop!

Our Lead Lifecycling program accelerates leads through the sales funnel, by giving prospects the information they need to make buying decisions. All with minimal input from you!

Webinars



Virtual Conferences



Drive traffic to your Web site with our Search Engine Optimization and Pay-Per-Click programs.

Don't leave buyers behind. Reach prospects at the moment of relevance. Your position in search engine results, whether paid or natural, will make the difference in whether a prospect buys from you or your competitor. Make sure they find you!

Search Engine Marketing



Penton Media's Mechanical Systems Group brands are recognized authorities serving the HVACR marketplace. We know the mechanical systems industry, and we know how to create and disseminate vital content that helps heating, cooling, refrigeration and plumbing contractors and systems designers succeed with their businesses.

Amp up your Marketing Strategy with our research and audit products designed to give you insight and direction.

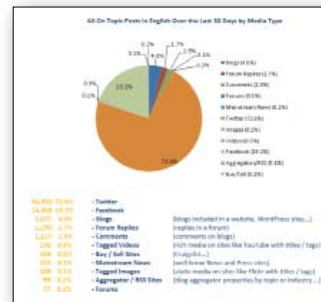
Our audit and research products are designed to inform on whether your marketing and business strategies are in line with what the marketplace wants.

Inform your customers with Web sites and mobile apps that perform to your online marketing goals.

We work in partnership with our clients to understand your marketing strategies and use leading technology and best practices to build sites that perform.

AUDITS

Social Media eListening

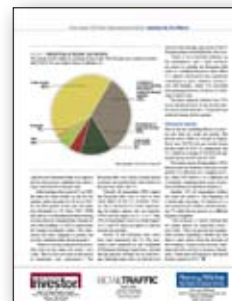


Search Engine Optimization



RESEARCH

Custom Research



Polling

What topic are you most interested in reading about?

- Engine Regulations
- New Tractor Technology (for example, GPS/telematics)
- Trade Sentiments
- Fuel Economy
- Impairments

Vote

Trade Research



Web sites

Mobile Apps



To learn more, contact:

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