



Marketing Solutions



Babcox Media can help you reach the right audience, with the right message, every time, with our integrated, centralized audience resource and our custom marketing services and solutions.



Maximize your marketing spend by using CAR, our Centralized Audience Resource. The Babcox CAR helps you identify the right target audience, the right media and the right message to deliver at the right time.

Data's role in business has changed over time — it's no longer reserved for high-level strategy meetings, and is now used for day-to-day decisions. Babcox Media is investing in CAR, a centralized audience resource for data collection, management and segmentation, to guide our editorial, strategic and promotional efforts, as well as those efforts of our customers.

About CAR:

- An integrated, centralized audience database covering the automotive, powersports and truck fleet aftermarkets.
- Contains contextual data for demographics and engagement.
- Contains behavioral data based on topic, interest areas and engagement metrics.
- Customized filter options to select specific titles, companies, functions or geographical areas.

List Rental:

Reach thousands of automotive aftermarket professionals by using one or more of our key audience lists. Our audience runs both wide and deep throughout the industry with our BPA-audited, controlled subscriber lists in the automotive aftermarket, powersports and truck fleet markets. Recognized as the go-to lists for multiple uses, Babcox Media lists contain everything you need to execute powerful email, telemarketing or direct-mail campaigns to your target audience. Whether you want to reach customers and prospects through the mail, phone, e-mail or an integrated campaign, we can tailor a program to help you achieve your marketing goals.

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**Babcox Media
Marketing Solutions**

Research

Custom Content

List Rental

Lead Generation

Webinars

Strategic Insights & Research

In addition to the editorial, strategic and promotional research serving our media properties, the Babcox Media Research Team also produces custom quantitative and qualitative, proprietary research throughout the automotive aftermarket, powersports and truck fleet markets. Our insight professionals research national, regional and local industry data to uncover key information relative to your brand, product or service, using various methodologies to produce a variety of research results. We specialize in the following:

- **Target Audience Analysis:** a method of gleaning detailed information about the market for a product or service.
- **Brand Studies:** research studies to help you understand how customers perceive your brands, why those customers choose your brand over the competitive set, and how brands should be expressed and communicated across all print and electronic media.
- **Product Tests & Preferences:** also referred to as consumer testing or comparative testing, it is a process of measuring the properties or performance of products.
- **Trade Satisfaction:** a review of products, brands, companies and attributes in specific industries.
- **Buying Behavior Trends:** a review of the decision processes and actions of customers involved in buying and using products.
- **Social Listening:** the process of monitoring digital media channels to devise a strategy that will better influence buyers.
- **Focus Groups:** a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs and attitudes toward a product, service, concept, advertisement, idea or packaging.

We manage all phases of research projects, including the development of a project overview, an outline of objectives and deliverables, sampling, data collection, tabulation, statistical analysis and reporting.

Increase Sales Through Lead Generation:

By tapping Babcox Media's network of qualified buyers throughout the aftermarket, our lead generation experts can develop and nurture the entire lead generation process, delivering you sales-ready buyers.

- **QuickQuiz Challenge** – Customized online multiple choice test to a targeted audience designed to raise brand awareness and generate leads.
- **QuickTrax** – Features products and services to those requesting more information.
- **QuickCard** – Promotes downloadable content to a targeted audience.

- **QuickContent** – Cost-per-lead program based on gated content in a focused subject matter area.
- **QuickReady** – High-quality, tele-service interviews that prospect and uncover buying opportunities.

Our lead generation campaigns are tailored to your needs to deliver premium, full demographic leads.

Drive Engagement Through Custom Content & Campaign Creation

We're well versed at communicating with the audiences in the markets that we serve, and our team is here to help you deliver your message to our vast network of buyers.

From custom publishing services to custom marketing campaigns and content, our team can work with you to devise a custom strategy based on our market intelligence to maximize incoming leads and conversions.

- **White Papers:** content used to entice or persuade potential customers to learn more about or purchase a particular product, service, technology or methodology.
- **Custom Print and Digital Publications or Content:** effective, cost-efficient custom publication to enhance the value of your products in the market and move customers to action.
- **Video:** services dedicated to the creation of compelling visual content for promotional or corporate use.
- **Content Channels/Custom Websites:** services dedicated to developing, maintaining and engaging with readers on custom content channels, blogs and websites.
- **Infographics:** graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.

Webinars

Position your company as a thought leader in the market while generating leads. Babcox-produced webinars are a cost-effective way to fill your sales pipeline while building deep relationships with aftermarket decision-makers.

Many companies produce webinars, but only Babcox offers the expertise, audience, and tools to ensure your webinar's success.

- **Expertise:** An editor helps you choose the right topic to ensure it hits the mark, and the Babcox team handles all the webinar logistics.
- **Audience:** Babcox crafts marketing materials and promotes the webinar to the audience you want to reach.
- **Tools:** Interactive polling questions, a custom exit survey, a complete post-event database of all registrants and attendees, and an executive summary of the webinar results.