



MARKETING SOLUTIONS

LEAD GENERATION & LIST RENTAL

Targeted marketing strategies are crucial to generating sales leads and turning them into customers. By tapping Babcox Media's network of qualified buyers throughout the car dealer, auto care, tire, collision, distribution, performance, commercial trucking, powersports and enthusiast markets, our experts can develop and nurture the entire lead-generation process, delivering sales-ready buyers to you. We tailor our lead-generation campaigns to deliver premium contacts and can utilize a variety of tactics, including webinars and targeted lead-engagement programs, to provide full demographic leads.

Reach thousands of car dealer and auto care professionals by using key Babcox Media lists. Our audience runs both wide and deep throughout the industry with our BPA-audited, controlled circulation subscriber lists. Babcox Media lists contain everything you need to execute powerful direct mail, telemarketing or email campaigns to reach your target audience. Whether you want to reach customers and prospects through the mail, phone, email or an integrated campaign, we can tailor a program to help you achieve your marketing goals.

EVENT MEDIA & EVENT VIDEO

Are you an event producer? Babcox Media offers turnkey Show Daily and Show Directory production services. From ad sales and content planning to design and printing, we partner with major show producers to keep you focused on your exhibitors and attendees instead of on a labor-intensive publishing project. In addition to our comprehensive show directories, we specialize in full-coverage show dailies that feature breaking news, day-of-event information and highlights from the show floor.

Are you an exhibitor? Don't get lost in a sea of competition on the trade show floor. Take advantage of Babcox Media's show dailies and show guides to bolster attendee awareness of your show specials, events and the new products and services that you're unveiling at the show.

