

# WEBINARS

Prove the ROI of your marketing program! A webinar helps you:

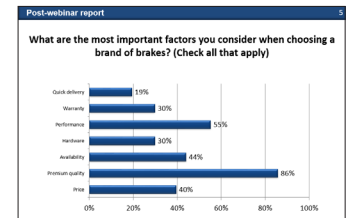
- **Position your company as a thought leader**
- **Generate leads (plus detailed user data)**
- **Deliver an impactful branding message**

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy!



**Marketing:** Each webinar includes a wide range of marketing, including dedicated email invitations, text promotion on websites, website display ads, eNewsletter ad promotion, and social posts.

**Reporting:** A full suite of post-event reports help you establish an ROI from your webinar. You receive full registrant and attendee lists, results of custom questions and other audience interactions, post-event survey results, and a PowerPoint executive summary of the event highlights.



Ask your Babcox Media sales representative for more details – including estimated results and examples.

# PODCASTS

In today's busy world, it's uncommon to get people's attention for a long period of time. But podcasts are a rare exception, because they allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Babcox Media offers sponsorable podcasts across many of its brands. Podcasts include:

- Motorcycle & Powersports News Podcast*
- Talking Shop with Shop Owner Magazine*
- TechShop's The Code Reader Podcast*
- Fleet Equipment's Fleet Future*
- The Underhood Service Podcast*
- What's Treading with Tire Review*
- Engine Builder Podcast*

Each sponsorship includes a full suite of promotion, including:

- Sponsor attribution in each episode
- Posting the episodes to the brand's website
- Promotion via eNewsletter
- Website ads promoting the episodes
- Social posts for each episode



# CUSTOM VIDEOS



Custom videos give you the opportunity to tell your story. Babcox Media can produce videos on your company's behalf, then distribute them to the market. Your custom video includes full editing, voiceover, and graphics; two ad placements in an eNewsletter; and posting to our website(s). Each video will be approximately two minutes in length. Your company has the opportunity to provide final approval, and you receive ongoing rights to the video files.

**Investment: \$9,995 for two videos**