

CONVERGE.XYZ

at the intersection of technology and business

2016 • MEDIA KIT

Table Of Contents

<u>Audience</u>	3
<u>Webinars</u>	4
<u>Virtual Events</u>	5
<u>Influencer Marketing</u>	6
<u>Cost Per Lead Programs</u>	7
<u>Newsletter Opt-in Program</u>	8
<u>Coster Per Free Trial Program</u>	8
<u>Custom Content Creation</u>	9
<u>About Converge</u>	10

Audience

REACH

- United States
- Canada
- Europe
- Asia
- Latin America

JOB TITLES

- C-levels
- Director/VP/SVP
- Manager
- Consultants
- Other

LEADING TOPICS THIS AUDIENCE IS INTERESTED IN INCLUDE

- Big Data
- CIO/IT
- Cloud
- CMO/Marketing
- Digital Transformation
- Internet of Things
- Mobility
- Security
- Technology

Webinars

GENERATE HUNDREDS OF QUALIFIED LEADS WITH A SPONSORED WEBINAR.

Sponsored webinars are a sure-fire way to generate hundreds of qualified leads. The **Converge** team will work with you to develop the ideal concept for your sponsored webinar and help you every step along the way, ensuring your success. Your webinar will be promoted on the **Converge** website, and also cross-promoted on partner properties, including **Broadsuite Media Group**, **V3B [V3 + Broadsuite]**, and **The Marketing Scope** websites, social media channels, newsletters, as well as through various email blasts and other paid promotion.

Webinar options are completely customizable to your unique needs, but include the following:

- Custom topics: bring in your own experts and clients to speak
- Create your own discussion group and interact with an invested audience
- Receive an opt-in contact list of webinar registrants & attendees
- Packages include a complete 4-6 week campaign to promote your webinar, including custom blog content developed and published on our site and on partner sites, html blasts, banner ads on the **Converge** website, targeted emails, social media channel promotion on our site and on the above-mentioned partner sites, and more.

Virtual Events

VIRTUAL EVENTS CAN SUPPLEMENT OR REPLACE IN-PERSON EVENTS.

Virtual events can be a powerful part of your demand generation efforts. A virtual event is an online event designed to replace or supplement in-person events. It is cost effective and allows companies to draw a bigger audience because anyone can attend simply by logging into their computer.

Converge's virtual events guarantee 500+ registrants and also provide numerous opportunities to network and communicate with the audience. As a sponsor of these events, companies have the ability to host a webinar session, create a virtual booth with uploaded content, contact attendees via instant message or Skype, network in the Networking Lounge Forums and exchange virtual business cards to contact attendees after the event. Another benefit

of the Virtual Event is that the platform tracks audience behavior, as well as the content each attendee downloads, allowing you to personalize and tailor post-event messaging accordingly.

The team at **Converge** will handle all promotions related to virtual events, and provide a "white glove" service to guarantee clients can get maximum benefit from all the features of the Virtual Environment and have a great experience.

Influencer Marketing

INFLUENCER MARKETING CAN DELIVER MEASURABLE RESULTS FOR YOUR MARKETING INITIATIVES.

Our team of early adopters in the online space have spent years speaking, blogging, building targeted online communities and strong reputations, as well as participating in the social media space. As a result, we have long been regarded as sought after influencers, bringing not only thought leadership to the table, but our broad digital footprints as well. With a collective digital footprint of some over 500+ thousand Twitter followers, coupled with extensive networks on LinkedIn, Facebook, Triberr, Instagram, and live-streaming fan bases, we have been sought after as brand and agency partners for many years. Adding our team to your influencer marketing initiatives delivers big results.

Cost Per Lead Programs

**COST-PER-LEAD
PROGRAMS DELIVER
DESIRED PROSPECTS.
EVERY TIME.**

When we work with clients delivering cost-per-lead programs, they provide some kind of asset to promote, as well as information on their desired prospect. We create customized programs based on the client's needs using email and newsletter promotions, social media ads, outside advertisements, and more. This is a guaranteed lead gen program that can be launched immediately and delivered within 20-60 days. If clients need assistance evaluating assets and/or developing them for cost-per-lead programs, we can assist with that as well.

Newsletter Opt-in Program

NEWSLETTER OPT-IN PROGRAMS TO HELP BUILD YOUR LIST. FAST.

Are you looking to grow your newsletter or marketing database? Are you tired of buying cheap cold lists that don't engage and aren't opt-ins? Our service that beats everything out there right now.

Contact us today and we will provide more details on the program, you can be up and running in just a few days and bringing in opt-ins for under \$10 per.

Cost Per Free Trial Program

WANT TO INSTANTLY JUMP START YOUR SALES PIPELINE? DONE!

Are you looking to drive targeted traffic to your free trial or demo page? Want to only pay for those who register for your Free Trial or Demo? Our new lead generation program will be right up your alley then.

Let's talk about how our Cost Per Free Trial Program can instantly jump start your sales pipeline.

Custom Content Creation

CUSTOM CONTENT CREATING TAKES THE PAIN OUT, PUTS THE VALUE IN.

Creating content is one of the biggest challenges for brands and marketers. Whether it's the ability to create enough content, to develop the right kind of content at the right time, or the ability to get eyeballs (and traffic) to that content, the challenges presented by brand content marketing initiatives are many. At **Converge**, our **Custom Content Creation** package helps clients in a myriad of ways. Whether we are creating corporate blog articles, e-books, "best practice" guides, whitepapers or case studies, research reports, infographics, slide presentations, or rich media content, we can help power your content marketing efforts in ways that help your investment in content marketing deliver the kind of ROI you seek.

Not only can we create content in any iteration, we can add our distribution efforts and broad digital networks to the mix, combined with our unique ability to promote your content across multiple partner sites, and deliver impressive results. We'll tailor a custom content package to suit whatever needs and objectives you have, and you'll soon see that working with a trusted partner for your content needs makes your life a lot easier. Even better? It delivers the ROI that'll help you reach your goals more quickly.

Want to get started with custom content creation? Contact our account manager to discuss your needs and we'll create a content and promotional package tailored just for you.

About Converge.xyz

Converge is the newest creation of the team at **Broadsuite Media Group** and it's a property focused on the intersection of business and technology, leveraging technology to drive business success--and helping our clients do the same.

Broadsuite Media Group (BMG) is hyper-focused on connecting brands to customers. We help brands tell better stories, create better experiences, and build stronger relationships with customers in the process. Whether it's lead generation initiatives, content marketing, sponsored market research, developing or participating in influencer marketing programs, or creating rich media content, our team can help bring intelligence and a competitive edge to your marketing efforts that will help you deliver measurable results.

BMG owns **The Marketing Scope**, as well as Converge, a site focused on the intersection of business and technology and leveraging technology for business success. **V3B [V3 + Broadsuite]** is a partner company to **BMG** and, collectively, we can help move the needle when it comes to your marketing and lead generation efforts.

Some of our clients include, SAP, IBM, Marketo, Dell, Ricoh, OnRamp, LinkedIn, InterCall, Dynamic Signal, TalentCulture, and YP® -- we look forward to the opportunity to discuss your unique needs and put our team to work for you.

CONTACT

Eric Vidal, SVP Marketing
eric@broadsuite.com
408.757.8796