

## Awareness

- Keeping your brand top of mind
- New marketing campaigns
- Launching new products or introducing new brands to the marketplace
- Building product familiarity and brand trust

- **Enewsletters:** Daily News, Product Of The Week, Rail Product News
- **Website:** Splash, Leaderboard, ROS, Contextual, MaxPack, Mobile

## Lead Generation (Standard)

Nuture sales prospects and identify sales opportunities

- **Enewsletters:** Daily News, Rail Product News
- **Email:** Rail Market Reporter, White Paper, Sponsored Article

## Email Lead Generation

Identify customers who are in research mode and are potential future prospects

- **Webcast:** Webcasts and FastCasts
- **Email:** Customized, Targeted Email

## Thought Leadership

Align your brand and products with content to position yourself as an authority

- **Webcast:** FastCasts, Partnership and Sole Customized
- **Website:** Native Advertising
- **Email:** White Paper, Sponsored Article, Rail Market Reporter

## In-Depth Product Info.

A deeper dive into customer challenges and your solutions to help them

- **Webcast:** FastCasts
- **Email:** Rail Market Reporter
- **Website:** Video Ad

## Trade Show Traffic

Get more out of your exhibit investment via pre-event marketing

- **Enewsletter:** Trade Show Express

## Website Traffic

Drive targeted users to your site or to download your mobile app

- **Enewsletter:** Daily News
- **Website:** Splash, Leaderboard, ROS, Contextual, MaxPack, Mobile