

Whatever your marketing objectives are, *Progressive Railroading* has the digital products to help you achieve them...

OBJECTIVES

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

MARKETING-QUALIFIED LEADS

Nuture sales prospects and identify sales opportunities

EMAIL LEAD GENERATION

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

THOUGHT LEADERSHIP

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

IN-DEPTH PRODUCT INFO.

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

TRADE SHOW TRAFFIC

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

WEBSITE TRAFFIC

- eNewsletters: Daily News, Rail Features, Virtual Magazine Sponsorship
- Website: High Visibility, Site-Wide Leaderboard, Mobile Leaderboard, Catfish, Retargeting
- eNewsletter & Website: Request for Proposal, Product of the Week, Branded Feature

- eNewsletters: Daily News, Rail Features
- Email: Rail Market Reporter, White Paper, Sponsored Article

- Website: Lead-Generating ad
- eNewsletter & Website: eBook
- Webcasts: Sole Sponsored, FastCasts and Partnership Webcast
- Email: Behaviorally Targeted Email
- Upgrade: Gated Landing Page

- Website: Video Ad
- eNewsletter & Website: eBook, Branded Feature
- Email: Rail Market Reporter, White Paper
- Webcasts: Sole Sponsored, FastCasts, Partnership Webcast

- eNewsletters: Product of the Week
- Website: Video Ad
- Email: Rail Market Reporter
- Webcast: Sole Sponsored, FastCasts

- Email: Trade Show Express

- eNewsletter: Daily News, Rail Features
- Website: High Visibility, Site-Wide Leaderboard, Retargeting, Mobile Leaderboard, Catfish

SOLUTIONS