

# 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

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

## SOLUTIONS

- **eNewsletters:** Daily News, Rail Features, Virtual Magazine Sponsorship, Daily News Top 5
- **Website:** Site-Wide Image Ad, Site-Wide Leaderboard, Mobile Leaderboard, Catfish, Retargeting, Social Media Marketing
- **eNewsletter & Website:** Request for Proposal, Product of the Week, Branded Feature

- **eNewsletters:** Daily News, Rail Features
- **Email:** PR Custom Email, 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:** PR Custom Email, White Paper
- **Webcasts:** Sole Sponsored, FastCasts, Partnership Webcast

- **eNewsletters:** Product of the Week
- **Website:** Video Ad
- **Email:** PR Custom Email
- **Webcast:** Sole Sponsored, FastCasts

- **Email:** Trade Show Express

- **eNewsletter:** Daily News, Rail Features, Daily News Top 5
- **Website:** Site-Wide Image Ad, Site-Wide Leaderboard, Mobile Leaderboard, Catfish, Retargeting, Social Media Marketing