

## PharmaVOICE WebLinX — Permission-Based Marketing at its Best.

Powered by medconference

### PharmaVOICE WebLinX — Interactive WebSeminar Programs

WebLinX's interactive, live, turn-key programs are sponsor-hosted online seminars designed to generate sales leads, boost revenue, and shorten the sales cycle. The WebLinX Program delivers cost-effective, end-to-end campaigns for sponsors through live interactive WebSeminars, targeted multimedia communications, audience tracking, and lead scoring.

#### PharmaVOICE WebLinX Program

##### WebLinX

**\$16,900**

Using the most up-to-date WebSeminar technology, sponsors can take advantage of PharmaVOICE's editorial excellence and third-party credibility to deliver their marketing message to the industry's decision makers. The WebLinX Program includes branding, lead scoring, contact points, and sales acceleration tools to engage your target audience earlier, increase attendance, and improve follow up after the event.

#### Sponsor Benefits

- ▶ Discussions directed to a highly targeted audience
- ▶ High-quality sales lead generation
- ▶ Information about your customers from research data collected from the event
- ▶ Collective experience and resources of PharmaVOICE and its numerous partners
- ▶ A cost-effective, shortened sales cycle
- ▶ Qualitative data on the pain points, buying cycle timelines, perceived hurdles, and real interest of your prospects.

### The PharmaVOICE Advantage — Reach, Products, and Programs

PharmaVOICE is highly respected for its executive forum and multiple-perspective editorial content that allow business leaders to engage in a candid dialogue on the myriad challenges and trends impacting the life-sciences industry. PharmaVOICE has the reach, products, and programs to help sponsors build brand awareness, generate leads, influence product preferences, and drive transactions. PharmaVOICE reaches more than 17,000 BPA-audited U.S.-based executives who influence business strategies and impact change. In less than three years, PharmaVOICE has built the largest U.S. circulation of any publication in its sector. Through its fresh and cutting-edge design and the horizontal and holistic approach of its provocative forums and topics, PharmaVOICE generates more executive-level participation than any other industry-specific publication. PharmaVOICE offers a broad range of programs designed to help marketers reach industry decision makers at every stage of the purchase process. PharmaVOICE has the reach, products and programs to build brand awareness, generate leads, influence product preferences and drive transactions.

### The WebLinX Advantages

- One full-page, four-color ad featured in PharmaVOICE magazine highlighting sponsor and WebLinX WebSeminar
- Skyscraper ad on PharmaVOICE.com home page featuring sponsor and WebLinX WebSeminar for one month
- HTML e-mail blast to PharmaVOICE subscriber base and partners' databases
- Text e-mail blast to PharmaVOICE subscriber base and partners' databases
- Listing of Sponsor and WebLinX WebSeminar topic, date, and time in PharmaVOICE magazine's Industry Events department from time of contract until event date
- Listing of Sponsor and WebLinX WebSeminar topic, date, and time on PharmaVOICE.com's Industry Events page from time of contract until event date
- Box highlighting Sponsor and WebLinX WebSeminar topic, date, and time at end of featured article if applicable

## PharmaVOICE WebLinX — Permission-Based Marketing at its Best.

Powered by medconference

### WebLinX Program Overview

**WebSeminars** — The interactive, live event gives Sponsors a unique opportunity to connect with buyers through a permission-based online presentation. Attendees are encouraged and asked to submit questions and participate in live polling sessions. This feedback is tracked and used to analyze the participants' likelihood to purchase the Sponsor's products or services.

**Promotion** — The WebLinX program includes a promotional communications campaign, a client-branded WebLinX Microsite, and a HTML e-mail campaign with dynamically generated reminder communications based on registrant profiles and interest attributes.

**Automation** — The WebLinX program gives sponsors the ability to build relationships with potential clients from the onset of registration through completion. Business rules are established in advance of the campaign to create targeted communications with registrants before, during, and after the online event. Sales fulfillment and automation continue throughout the process, leading to more qualified leads and shorter sales cycle timelines. Automated processes ensure that registrants and attendees are instantly profiled and are placed into the Sponsor's sales pipeline at any stage of the campaign.

**Analysis** — Lead scoring tools are used to rank all registrants and attendees as potential customers. Predetermined business rules drive all follow-up communications after the online event. Additionally, all registration sources and click-through activities are captured for analysis of promotional effectiveness and registrant activity. This unique information empowers Sponsors to: (1) be positioned as a thought leader; (2) shorten sales cycles; (3) refine messaging to make it more relevant to their target audience; and (4) understand what lead sources are producing desired results.

### WebLinX Program Includes:

#### KICK-OFF

**A best practices review and kick-off meeting**

#### GAME PLAN

**Marketing Audit** — a comprehensive review of existing marketing and sales channels

**Promotional Plan** — a strategic plan for WebLinX campaign deployment

**Creative development** —

- Event theme consulting and recommendations
- Event logo and graphic to be used for online and print promotion
- Event promotional copy
- Text click-through copy

#### MICROSITE REGISTRATION

**Customized registration microsite portal and e-mail campaign**

- Customized event landing page and registration page
- Customized HTML registration confirmation e-mail(s)
- Customized, marketing-focused reminder e-mails

- Registration database to track registrants and attendees to promotions and advertisements
- Customized, follow-up e-mails based on attendee survey responses

#### ACCOUNT MANAGEMENT

**Dedicated Account Manager**

- Weekly planning and review meetings
- Platform training and rehearsals
- Professional event announcer

**Post-Event Report Card and Review**

- Reconciliation of registrants and event attendees
- Lead scoring

#### OTHER EVENT SERVICES

**Event survey development and deployment**

**Pre-recorded RSVP reminder calls**

**Event archive**

Contact Lisa Banket at [lbanket@pharmavoiced.com](mailto:lbanket@pharmavoiced.com) or at 609-730-0196 to receive more information or to take advantage of this special promotional offer.