

B2B DEMAND GENERATION, WHITE PAPER PROMOTION & CONTENT SYNDICATION



Why Knowledge Hub Media?

- Fully Customizable & Targeted B2B Leads
- White Paper & Content Syndication
- Webinar & Live Event Promotion
- All Suppression Lists 100% Permitted
- 100% Verified Contact Info & Business Emails
- 100% "Net New" Leads (vs. prior campaigns)



Campaign Types & Program Options

- * TOFU - Top of the Funnel Leads
- * MQL / MRL - Marketing Qualified Leads
- * SQL / SRL - Sales Qualified Leads
- * BANT - Highly Qualified Leads
(Budget, Authority, Need, and Timing)



Specialized Audience Targeting

- Intent Data & Install Base Targeting
- Account Based Marketing (ABM)
- Target Accounts Lists (TAL)
- Technology Users & Install Base Targeting
- B2B Intent Data Intelligence & Buyer Intent



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- * DEMAND GENERATION
- * ACCOUNT BASED MARKETING
- * CONTENT SYNDICATION
- * B2B LEAD GENERATION

