



 **Ringier Trade Media Ltd.**

Why Ringier Digital Solution?

INTEGRATED MARKETING SOLUTION

X

QUALIFIED LEADS

GENERATION AND NURTURING STRATEGY

industrysourcing


iConnect


**Ringier
Videos**






Ringier Digital Solution

A. Specialized Multichannel Communication Solution	B. Qualified Leads Generation Solution	C. Interactive X Sharing (Online Events)	D. Online targeted marketing
1. Showroom Package 2. Video Marketing Service 3. Ask expert video program 4. Banner Package 5. Text Ad Package	1. Direct Email Blast 2. White paper downloads 3. Industrysourcing websites 4. E-newsletter 5. Tailored request form: WeChat & EDM 6. Webinar registrations & Showroom RFI	1. Webinar 2. WeChat Event Service 3. Live Broadcast	Contextual Advertising



A. Specialized Multichannel Communication Solution

– Website + E-Newsletter + Social Media

1. Showroom Package
2. Video Marketing Service
3. Ask expert video program

4. Banner Package
5. Text Ad Package

- When you carry out marketing promotion, you are not just buying a static “placement”. High page views do not offer desired conversion rate. **Start reaching your clients with an effective cross-channel exposure!**

A. Specialized Multichannel Communication Solution

– Website + E-Newsletter + Digital Community

We ensure client result through targeted cross channel promotion

- **Boosting your market exposure**
 - Multi-channel promotion on E-News + Vertical website+ WeChat
- **Evaluating your campaign performance**
 - Comprehensive reporting from industrysourcing websites, E-newsletters, banner or text ad and supplier/product showroom
 - Integrate resources of third party platform to facilitate your immediate feedback.
- **Generating qualified sales Leads**
 - Website and E-newsletter click reports with leads details

Today's reader is using different channels to get information, so better to be there!

Vertical Industry Website

Industry E-Newsletter

Industry WeChat

A. Multichannel Communication Solution

	Showroom Package	Video Marketing	Banner & Text ad package	Ask expert video program
Content	Provided by client	Ringer's editor and video team	Provided by client	Ringer's editor and video team
Multichannel Exposure				
E-Newsletter	<ul style="list-style-type: none"> Text ad Company or/and products information Buyer Alerts Direct E-mail Blast ➤ Customized service according to different solution 	<ul style="list-style-type: none"> 6X small banner 1X Display banner 	<ul style="list-style-type: none"> ➤ Customized service according to different solution ✓ Text ad ✓ Online article ✓ WeChat article ✓ Banner 	<ul style="list-style-type: none"> 2X Text ad
Wechat & Group	2-8 posts	1 post		1 post
Website & APP	<ul style="list-style-type: none"> Supplier & product page Online article Keywords on related website portal page SEO support 	<ul style="list-style-type: none"> Supplier page Online article SEO support 		<ul style="list-style-type: none"> Supplier page Online article
Sales leads	V	V	V	V
Covered solution	<ul style="list-style-type: none"> Platinum, gold, silver, bronze 	<ul style="list-style-type: none"> Packaged service 	<ul style="list-style-type: none"> Platinum, gold, silver, bronze 	<ul style="list-style-type: none"> Packaged service

Generating sales leads



1	Period of time	Sun May 01 2016 08:00:00 GMT+0800 (中国标准时间) / Thu Apr 27 2017 08:00:00 GMT+0800 (中国标准时间)
2	Number of months:	11
3	Client name	Client X
4	IS WEBSITE	BANNER
5	ELEMENT TYPE	Banner
6		Link
7	IS English	
8	Total	0
9	IS Chinese	
10	Half banner / IS Home Page /	311,509
11	Half banner / IS Home Page /	903
12	Half banner / IS Home Page /	340
13	Half banner /	166
14	Half banner / IS Home Page /	33
15	Half banner / IS Home Page /	28
16	Half banner / IS Home Page /	11
17	Half banner / IS Home Page /	11
18	Half banner / IS Home Page /	7
19	Half banner / IS Home Page /	6
20	Half banner / IS Home Page /	5
21	Half banner / IS Home Page /	5
22	Half banner / IS Home Page /	6
23	Half banner / IS Home Page /	4
24	Half banner / IS Home Page /	4
25	Half banner / IS Home Page /	7
26	Half banner / IS Home Page /	4
27	Half banner / IS Home Page /	4
28	Half banner / IS Home Page /	4

Online Inquiry Form

您好,我们会在CCMT展会,展位号码XX.
参展商XXX

公司名称:
姓名:
手机:
EMAIL:
访问时间:
10:00-10:30
11:00-11:30
13:00-13:30
14:00-14:30
留言:

提交在线留言

电子快讯

文字广告和横幅广告

网站

横幅广告和文章

B. Qualified Leads Generation Solution

1. Direct Email Blast
2. White paper downloads
3. Industrysourcing websites
4. E-newsletter
5. Tailored request form: WeChat & EDM
6. Webinar registrations & Showroom RFI

- **Select your targeted audience**
- **Give use your content such as EDM, banner, text ad, article, white paper, etc.**

- **Your leads can come from...**
 - **Multi-channel Leads tracking systems:
Website + EDM/E-Newsletters**
 - **Tailored request form: WeChat & EDM**
 - **Webinar registrations & Showroom RFI**
 - **White paper downloads**

Period of time	Sun May 01 2016 06:00:00 GMT+0800 (中国标准时间) / Thu Apr 27 2017 06:00:00 GMT+0800 (中国标准时间)				
Number of months:	11				
Client name:	Client X				
IS WEBSITE - BANNER					
ELEMENT TYPE:	Banner				
	Total Page Views	Total Clicks	Total Lead Generated	Email	Time
IS English		0	0	0	
IS Chinese		0	0	0	
Half banner / IS Home Page /	311,509	10	0	0	
Half banner / IS Home Page /	903	0	0	0 [EMAIL]	
Half banner / IS Home Page /	340	0	0	0	
Half banner / /	166	0	0	0	
Half banner / IS Home Page /	35	0	0	0 [EMAIL]	
Half banner / IS Home Page /	28	0	0	0 [EMAIL]	
Half banner / IS Home Page /	11	0	1752937529@qq.com	2017-02-04 02:30:04	
Half banner / IS Home Page /	11	0	1htkyrbom_cn@163.com	2017-03-16 07:45:41	
Half banner / IS Home Page /	7	0	1thomson@icnt.com	2017-02-07 04:35:26	
Half banner / IS Home Page /	6	0	3200608770@qq.com	2016-10-22 05:54:14	
Half banner / IS Home Page /	5	0	135834599@qq.com	2016-11-07 03:28:11	
Half banner / IS Home Page /	5	0	1suleo@4dsof.com.cn	2017-03-23 03:20:12	
Half banner / IS Home Page /	6	0	1shaviaojiang@tcl.com	2016-05-27 09:30:49	
Half banner / IS Home Page /	4	0	1195359205@163.com	2016-11-15 07:06:22	
Half banner / IS Home Page /	4	0	1287555679@qq.com	2016-11-09 13:22:22	
Half banner / IS Home Page /	7	0	1905005882@qq.com	2016-11-28 02:51:58	
Half banner / IS Home Page /	4	0	1alan@futabaaz.com	2017-01-24 02:32:11	

[illegible]

B. Qualified Leads Generation Solution

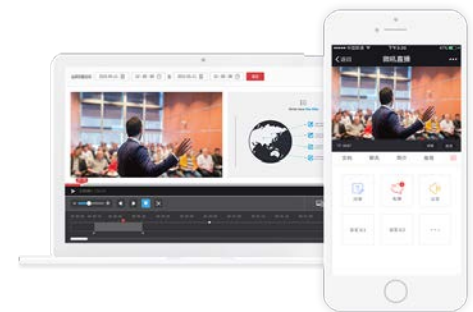
	E-newsletter banner	Online showroom package	Direct e-mail blast	White paper	Webinar
Frequency	1 X	<ul style="list-style-type: none"> 1 Year More than 5 products 	<ul style="list-style-type: none"> 1 X 4000 blasts 	Deadline according to client's requirement	-
Average leads generation	20-30	80-100	80-100	100	100
Feature	<ul style="list-style-type: none"> Small budget Content is provided to readers eager for industrial information 	<ul style="list-style-type: none"> Cross industry Rich content Responsive web design Quality readers 	<ul style="list-style-type: none"> Accurate filter <u>Category X position X market X industry</u> Elasticity Quality database 	<ul style="list-style-type: none"> Cross industry 	<ul style="list-style-type: none"> Content marketing Storytelling Not limited by time and space Sharing and interaction Multichannel exposure and promotion
Our service	<ul style="list-style-type: none"> Magazine e-newsletter Industry e-newsletter (iConnect) Trade show e-newsletter 	Slightly different depending on package plan	Tip: Ringier provides production of HTML	-	-



SHARE YOUR STORY

C. Interaction X Sharing (Online Events)

1. Webinar
2. WeChat Events
3. Live Broadcast



C. Interaction X Sharing (Online Events)- Webinar

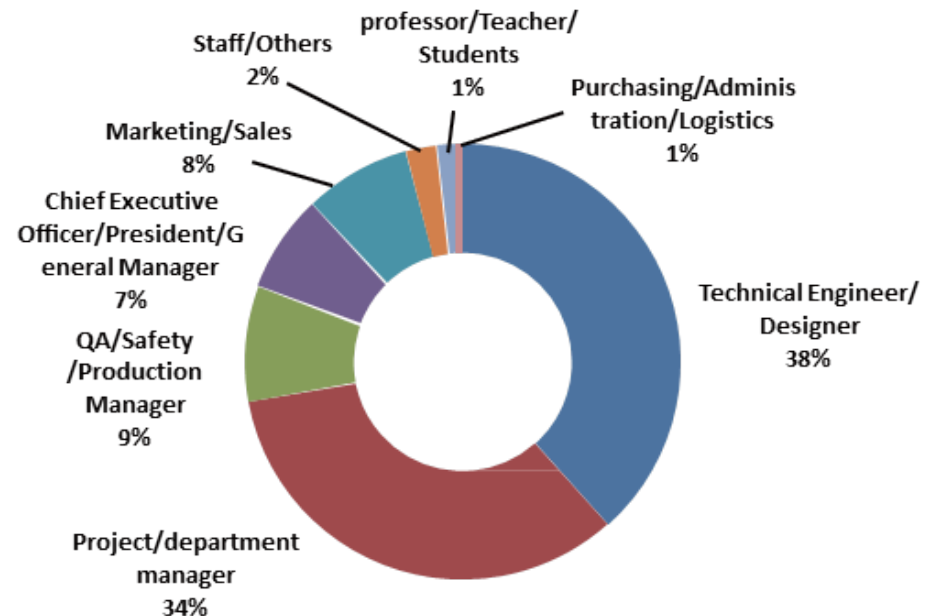
Are you looking for stronger, qualified leads?

- Webinars offer you a great opportunity to drive brand awareness and generate qualified leads to help market your company's products and services
- **In overall about our audience:**
 - **38%** are Technical experts
 - **34%** are Project/department Managers
 - **7%** are CEO/Directors level positions

=> **79%** of decision makers!

Educate and engage targets while generating leads

Ringier Webinar Audience



These clients renewed with us in 2018: IPG, Merck, Autodesk, Dow, Lubrizol, PolyOne, WD 40, Chemours

C. Interaction X Sharing (Online Events)- WeChat Event

- **Promote your Company's technical competence and latest technology on Ringier's WeChat Channels**
 - Interact and engage with Key Prospects
 - Get more exposure with Multi-channel promotion (E-news text ad, Subscription WeChat account posts and sharing in Groups)
 - Sales Leads Generation (with inquiry form and clicks report)
- ✓ **Upgrade service:**
WeChat events can be executed in two groups at the same time with an additional RMB 40.

Sample of attendees' questions



Sustained video exposure on WeChat



The key is to have an engaged targeted group of followers and an effective multi-channel promotion !

C. Interaction X Sharing (Online Events)- Live Broadcast

Video + photo + text=richer content, get more sales opportunities!

- **Improving tradeshow booth visit, product exposition and inquiries**
 - Exposure through Ringier's 5 digital media channels (social media, website, e-newsletter, video platform and on-site), **reaching directly to buyers before, during and after exhibition**
 - Absent buyers can **quickly learn your company and products' benefits** through live broadcast
 - **Obtaining leads in real time** through inquiry forms at live broadcast room
 - Video stored on cloud video platform to assist with expanding reach of your brand and product

Short videos are suitable for watching at spare minute, thus boosting viewing ratings



Sample of short video broadcast



Sample of photo and text broadcast

D. Online targeted marketing —Contextual Advertising

We really can not interfere with what reader's interested in.

On the contrary,

we need to **become their interests!**

D. Contextual Advertising on Industry sourcing.com (Cn & En)

Select your industry types → Ensure your campaign results!

✓ **More opportunity of clicking**

A reader interested has more chance to click your banner

✓ **Controlled expenses**

Your ads displays as long as needed to achieve your number of targeted views!

✓ **Qualified Leads**

leads report provided on Monthly basis with contact information of visitors interested in your industry types

INTEREST – Contextual banner & article placement is based on reader's interests



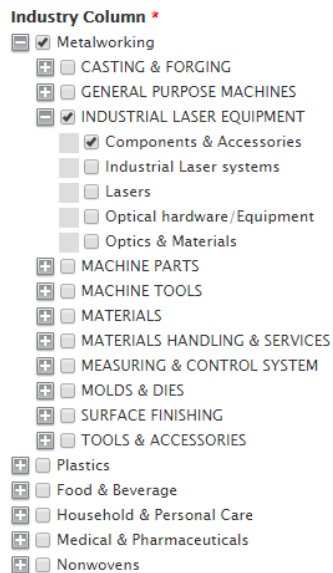
Your banner is placed on website pages that contain content relevant to your company's product or technology.

Thus it will increase clicks on your banners.

Where and How long does your banner appear?

- It could be anywhere as long as the content is relevant to your company's product or technology.
- The banner will display until the agreed number of views is achieved

Banner System – Industry types



industrysourcing website – News listing page





Contact us NOW!

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