



## Growth and Importance of Online Lead Generation

- For 2008, the vast majority of business executives see online lead generation as a growth area (94%), significantly up from 82% in 2007. This figure rises to 97% for both North American and European executives.
- The majority of both corporate (82%) and agency executives (85%) are expecting online lead generation to be more important to their own or their client's organisations over the next 12 months.

Source: Online Lead Generation 2008 - e-consultancy, in association with Clash-Media.

## Targeted Products to Generate Qualified Leads

In these challenging times, advertisers are looking for ways to not only build brand awareness, but generate direct sales leads to grow their business and maximize their marketing budgets.

*Traders Magazine* offers a complete line of products specifically designed to help you achieve exceptional results in generating qualified sales leads, with specific emphasis aimed at return on investment.



### Web Seminars

*Traders Magazine* will deliver the audience you require at your custom Web Seminar event and supply the team of experts to provide successful turnkey event management from start to finish. We leverage our industry knowledge, audience, technology and powerful marketing approach to deliver the decision-makers of the Institutional Trading Community. Your Web Seminar sponsorship includes a comprehensive marketing program tailored exclusively to your target audience, project management throughout the event and detailed reports providing valuable information gathered through the registration process and from audience interaction during the live event. *Traders Magazine's* Web Seminars create a forum for the sponsor to communicate with a prime audience and receive feedback in real-time. The one-hour session includes a 45 minute interactive presentation with a 15-minute Q&A session with the audience. The technology also supports a real time polling capability through which presenters can poll the audience on priorities, needs and challenges. To further enhance the ROI of sponsoring a Web Seminar, the archived event is hosted for six months on Traders Magazine.com.



### Online Industry Research

How does the Institutional Trading Community perceive your product/service? *Traders Magazine's* custom online industry research provides your firm with the opportunity to directly survey the buy or sell side audience for answers to questions critical to your: firm, brand, industry standing, quality, cost/value, plus any other questions necessary to gain market share versus your competition. Participants express their truthful opinions and views that are rarely elicited in a client or prospect sponsored face-to-face discussion. Our state-of-the-art software provides results in an easy to read summarized report that due to the criticality of the information, can be delivered in only a few days, from start of research to final report.



### eBooks

*Traders Magazine* offers eBook sponsorships, which provides a customized online platform for generous content in an interactive format. This online supplement provides Thought Leadership through a custom communication vehicle. eBooks include animation, interactive navigation, and a strong online design element. Through this sponsorship program, your audience is driven to a registration page, which visitors must complete in order to access the eBook. In return, you receive all registration information as part of this powerful lead generation program.



### White Paper Library & Research Reports

Get the world out on how your real-time customers can use cutting-edge products and services to help them bolster their productivity and operate more efficiently. Or, provide your high value research on an industry topic of your choice and launch your firm as a thought leader in the industry. With *Traders Magazine's* White Paper program, your White Paper is posted in our online library and every time your topic-specific White Paper is viewed, you'll receive the full contact information of the sales lead in real time.



### Podcast

Podcasts comprise 15-25 minute audio casts of Q&A with company CEO or other staff, or customer testimonial moderated by Traders. Podcasts include creation of landing page for the podcast, which can be listened to via the site or downloaded to the desktop. Unique URL will be included in sponsors display ad. Each week, sponsors are sent a lead generation report that includes demographics of registrants, including name, title, email address, and answers to qualifying questions. Podcasts will be promoted via twice monthly e-mail blasts to Traders subscribers. Sponsors can create their own promotional campaigns and track effectiveness using dedicated tracking URLs.