



The Marketing Scope

Taking a closer look at marketing

2017 MEDIA KIT

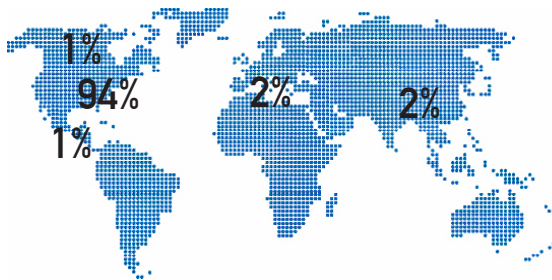
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Audience

GLOBAL DISTRIBUTION

United States	94%
Canada	1%
Asia	2%
EMEA	2%
Latin America	1%



JOB TITLES

Director/VP/SVP	33%
Manager	27%
Consultant/Agency	14%
Specialist/Coordinator	11%
Sales & Other	8%
CEO/President	7%

LEADING TOPICS THIS AUDIENCE IS INTERESTED IN

- Digital Marketing
- Content Marketing
- Advertising
- Augmented Reality
- Brand Building
- Brand & Brand Advocacy
- Email & Online Marketing
- Experiential Marketing
- Inside Sales & Lead Development
- Public Relations
- Radio & TV
- Social Media
- Social Selling
- Tradeshows
- Video Marketing
- Webinars & Virtual Events
- Website/SEO/SEM

Unique Visitors

42,000+ per month

Accessible Marketing Contacts

20 million

Webinars

GUARANTEED LEADS

Generate hundreds of qualified leads with a sponsored webinar. Your webinar will be promoted on TheMarketingScope.com, social networking sites, The Scope e-Newsletter and various email blasts.

WEBINAR CANCELATION POLICY

Clients can not move or cancel a webinar 30 days or less from the scheduled date. In some cases Broadsuite Media Group can adjust and reschedule the date approximately 25 days out to accommodate the client in special circumstances.

- Custom topics: bring in your own experts and clients to speak
- Create your own discussion group and interact with an invested audience
- Receive an opt-in contact list of webinar registrants & attendees
- You'll get a complete 4-6 week campaign to promote your webinar, including html blasts, plus banners on TheMarketingScope.com, targeted emails, social media and more.

Lead Guarantee Packages
Package Price

250
\$15,000

Virtual Events

A Virtual Event is an online event that is designed to replace or supplement in-person events. It is cost effective and allows companies to draw a bigger audience because anyone can attend simply by logging into their computer.

The Marketing Scope's virtual events guarantee 500+ registrants and also provide numerous opportunities to network and communicate with the audience. As a sponsor of these events, companies have the ability to host a webinar session, create a virtual booth with uploaded content, contact attendees via instant message or Skype, network in the Networking Lounge Forums and exchange virtual business cards to contact attendees after the event. Another benefit of the Virtual Event is that the platform tracks audience behavior and content each attendee downloads.

The Marketing Scope handles all promotions and provides a "white glove" service to guarantee clients utilize all the features of the Virtual Environment and have a great experience.

UPCOMING VIRTUAL EVENTS

- Collaboration Summit
April 2017

Contact Eric Vidal at:
eric@broadsuite.com
and he will get back to you ASAP.

Virtual Event Sponsorship

GOLD SPONSORSHIP

- Speaking Slot (one breakout session or keynote speaker)
- We will send a video production team to film the session if company chooses to do video
- Virtual Booth in Expo Hall
- 3 pieces of content in the resource library
- 2 pieces of content uploaded to each visitor's briefcase
- All leads (registrants) from the virtual event – Guaranteed 500+

SILVER SPONSORSHIP

- Virtual Booth in Expo Hall
- 1 piece of content in the Resource Library
- All booth leads and content leads from the virtual event
- 200 leads (registrants) from the virtual event

BRONZE SPONSORSHIP

- Virtual Booth in Expo Hall
- 1 piece of content in the Resource Library
- All booth leads and content leads from the virtual event
- 100 leads (registrants) from the virtual event

Sponsorship Packages

Leads

Prices

Gold

400+

\$13,000

Silver

200+

\$7,500

Bronze

100+

\$4,250

Influencer Marketing

PACKAGE INCLUDES

- A guest spot or sponsor mention on CMO Talk podcast hosted by Daniel Newman and Shelly Kramer
- One ebook/whitepaper on TMS site and promotion on Facebook, Twitter and LinkedIn
- 1 custom Facebook ad to promote your speaker & webinar
- 10 Tweets from industry experts like Shelly Kramer, Brian Fanzo, Daniel Newman, Shawn Elledge, TMS editors, etc.

Cost Per Lead Program

Clients give us their asset and information on their desired prospect. We create customized programs based on the client's needs using email, social media ads, outside content networks and more.

This is a guaranteed lead gen program that can be launched right away and delivered within 20 - 60 days.

Email Marketing

Take advantage of our 20 million accessible business contacts in Sales, Marketing, HR, IT, C-Suite and other miscellaneous titles.

Target marketing professionals through email while leveraging

The Marketing Scope brand name to help deliver your message.

All creative materials are due 8 business days before the email launch date. There is a minimum list purchase policy of \$2,500.

E-Newsletter Ads

Leverage The Marketing Scope's leading vehicle to reach your audience. This newsletter delivers detailed analysis and insight on marketing best practices and products from the leading experts and thought leaders.

THE MARKETING SCOPE EMAIL NEWSLETTER

Frequency	Weekly
Circulation	124,000

Positions

Choose from 3 different positions at \$1,200 for each position.

Newsletter Opt-In Program

Are you looking to grow your newsletter or marketing database? Are you tired of buying cheap cold lists that don't engage and aren't opt-ins? This is a service that beats everything out there right now.

You can be up and running in just a few days and bringing in opt-ins for under \$10 per.

Sales Pipeline Generation

Are you looking to drive targeted traffic to your free trial or demo page? Want to only pay for those that register for your Free Trial or Demo? Contact us now to learn more about our new lead generation program that can instantly jump start your sales pipeline.

Custom Content Creation

If you're looking to expand more posts for your corporate blog, position your executives as thought leaders, or maybe you need more assets as a call to action for your lead gen programs, we can help you with all three and more. We will strategize with you to make sure your content is on message and engages your audience. We can create the following:

- Blog Posts & Bylined Articles
- Whitepapers
- eBooks
- Research Reports
- Custom Content Pieces

Custom Content Packages

Please contact a representative for customized pricing.

Additional Services

SALES DEVELOPMENT

The Marketing Scope will work on behalf of companies as a Sales Development Leader. Our team will set appointments for your sales representatives and create opportunities that are ready to be closed. We handle all the logistics and reach your specific target audience.

START-UP CONSULTING

With our experience in the digital media and start-up world, we've been asked to advise and consult for several start-ups over the years. We can help with strategy, planning, introductions to influencers, content, PR, thought leadership, design, site traffic, lead generation and building the pipeline to name just a few.



The Marketing Scope

Taking a closer look at marketing

The Marketing Scope provides research, best practices and articles on the latest trends, products and techniques in the marketplace.

Whether it's lead generation, content marketing, SEO, brand building, advertising or sponsored market research – The Marketing Scope acts as your private lab and R&D team in bringing you the latest research, content and insights to give you a competitive edge and intelligence not commonly found elsewhere in the marketplace.

CONTACT US

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