

B2B content and lead generation for the emerging C-suite in data, analytics and digital innovation.

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Content creation



WHO WE ARE

Corinium Intelligence is the world's largest community designed to inspire and support the emerging C-Suite, with a focus on Data, Analytics and Digital Innovation.

We're excited by the incredible pace of innovation and disruption in today's digital landscape. That's why we produce conferences, private events and timely content that connect you to our audience.

From this foundation we launched Corinium Digital, helping technology firms accelerate their growth through, custom built content marketing campaigns, demand generation programmes and market intelligence.

We specialise in creating bespoke whitepapers, webinars and survey based research.

Through our events and online community we can help amplify those marketing assets into lead generation magnets.

Sound interesting?



CAMPAIGNS.

Your prospects want your expertise and guidance before they want your products.

CONTENTISTHE FUEL POWERING YOURMARKETING



OUR METHOD

Generating sales ready, quality leads in a noisy landscape can test even the best marketers. As the demand generation lead for your company, your expertise and time is often stretched across many departments. That's why choosing the right asset and marketing partner to match your objectives is so critical to success.

so that's where we start.

highlight your technical prowess.

This approach ensures you earn their attention rather than assuming you deserve it.

We believe survey based research is the most effective way to serve your customer great content, and help your teams win new business.

CONTENT FUELS

SEARCH

Your search rankings are calculated by many factors, but creating fresh, relevant targetted content is what will push you to pole position.



We know that understanding your future customers is essential to the success of our campaigns,

We can then create collateral that helps your prospects, providing real value, and in the process

SOCIAL

Social media is the perfect place to build your brand, and provide your prospects with tips, insights and interesting findings.

SYNDICATION

Marketers are constantly looking for new ways to generate leads. Creating compelling content allows you to re-purpose and syndicate through affiliate networks



HOW WE WORK

Understanding your customers is the heart of everything we do. When we work with clients we arrange a consultation call and dig down into your company's vision, mission and business objectives.

The objective of the call is to evaluate your current marketing tactics and build out a picture of your ideal customer profile.

Once we have extracted this information, we segment the contacts in our database that match your customer profile, and build out a campaign to match your objectives.

WHAT WE CAN DO

CONTENT TYPE

- Industry reports
- Whitepapers
- Market research
- Webinars
- Interviews
- Articles
- Listicles



CHANNELS

- Email
- Social
- Paid social
- Newsletter
- Online community
- PPC
- Banner ads



OUR REACH

Boost your content marketing strategy with Corinium Digital. We can provide you access to our online community around the globe from SMEs to multinational corporations across all industries. Our communities have grown from emerging C-suite roles and those that reside in their teams, below is a snapshot of our community.

COUNTS BY INTEREST

Big Data: 186,000 **Analytics**: 167,000 Data Science: 115,600 **Corporate Learning:** 157,00 Customer Experience: 65,300 **Revenue Optimization:** 24,400



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We believe peer-to-peer survey based research is the most effective way to find out your customers challenges, and help them solve them.

Modern marketing programs need fresh content to tell stories.

CONTENT CREATION

How survey based research can fuel your marketing plan

We believe whitepapers and reports powered by survey based research are some of the most effective tools for lead generation. By designing the study around the problems your solution solves, you can effectively create a marketing asset that can be thematically linked to your communications strategy.

Through our content creation programmes, we will build out a campaign utilising our network of influencers, social communities and publishing platforms. We will overlay these elements with a dedicated email program, targeted PPC campaigns and series of dedicated blog posts.



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WEBINARS

Increase engagement with a dedicated webinar

Modern marketing is a battleground for attention.

Webinars are the perfect programs to facilitate a two way conversation with your prospects. They allow you to demonstrate your expertise and create an open dialogue with potential clients. Through our webinar campaigns we can help design slides and take your story from idea to delivery.



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CONTENT SYNDICATION

Amplifying your best content

Whether you're looking for leads, have a story to tell, content to share or a webinar to promote, leveraging our publishing platform can extend the reach of your marketing campaigns.

Through our research teams, we can help select the best marketing assets to include in our publishing platform and help drive traffic to from our monthly newsletters.

By offering our community value in the form of industry research, guides and white papers, we encourage you to provide your prospects with something valuable in return for their contact details.

We have an arsenal of tactics and can help suggest with supporting elements to build into your package.



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TESTIMONIALS

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Corinium has been absolutely wonderful to work with and there are two areas that compel me to continue doing business with them: They do THE best job of recruiting the target audience of any vendor I've encountered and they are incredibly adaptable to changing situations





Corinium over delivered on having high level contacts engage with our content over the period of the campaign. We were very happy with the quality and quantity of the leads we were receiving



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MEET THE TEAM



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Let's make this work

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