



B2B content and lead generation.

CORINIUM DIGITAL SERVICES KIT

We believe marketing campaigns fuelled by survey-based research are the most effective ways of generating new business.



WHO WE ARE:

Corinium Digital is the content creation and digital marketing arm of Corinium Global Intelligence. As well as our core conference business we create bespoke research reports, thought leadership studies and demand generation campaigns for companies like Microsoft, Accenture & IBM.

WHAT WE DO:

Generating sales ready, quality leads in a noisy landscape can test even the best marketers. That's why choosing the right asset and affiliate partner to match your objectives is so critical to success. Understanding your customers is the foundation of every successful campaign, so that's where we start.

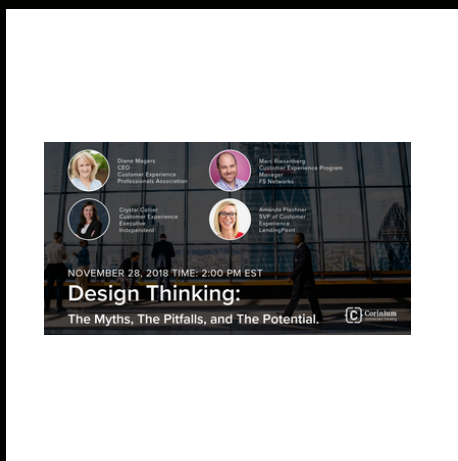
We create custom collateral that answers the most pressing questions facing your prospects, and in the process highlights your expertise. This approach ensures you earn their attention by providing information, tips and insight at every stage of the discovery process. We believe survey-based research is the most effective way to engage your prospects, and help your teams win new business.

OUR SERVICES



CONTENT CREATION

We create engaging end-to-end content and lead generation campaigns.



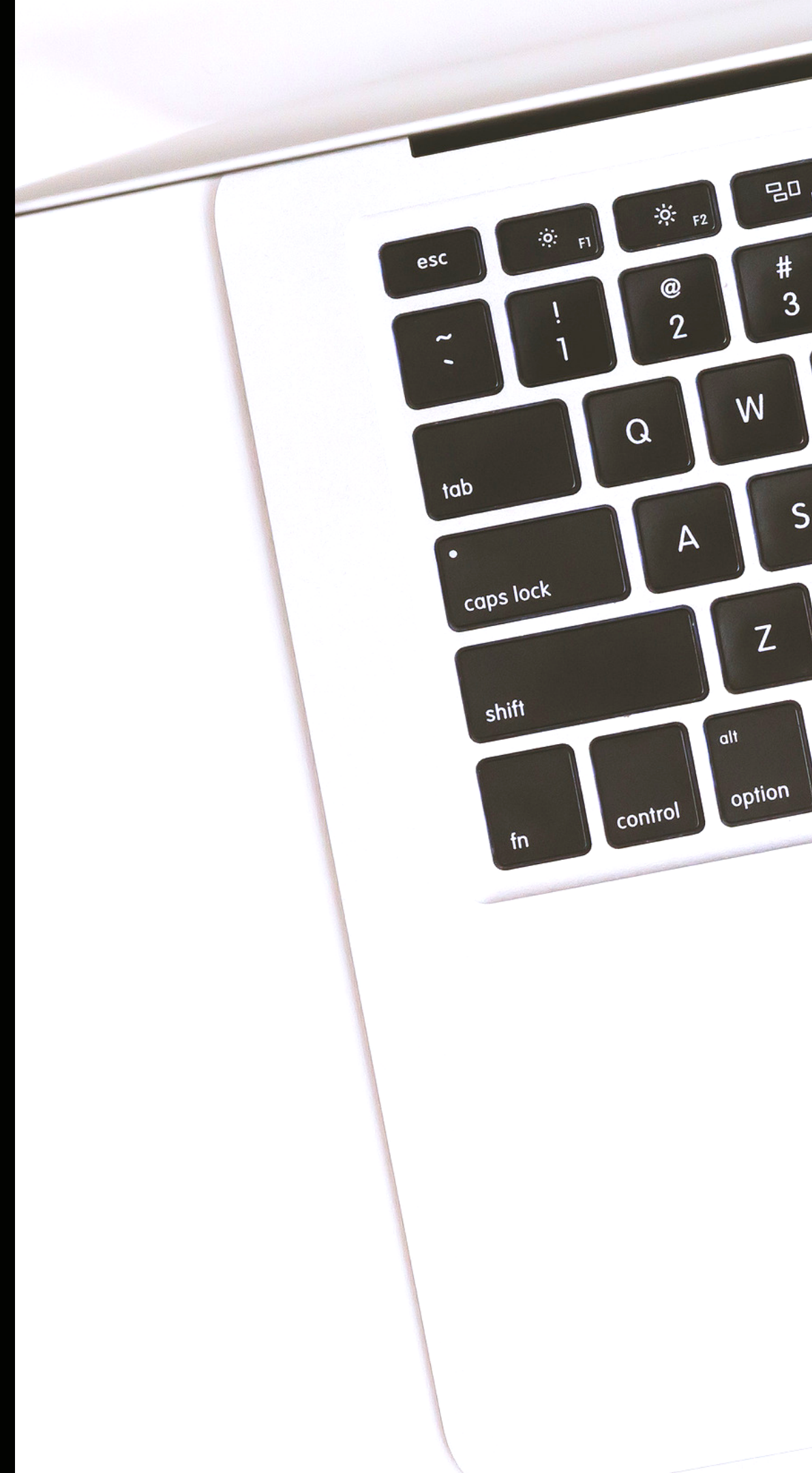
WEBINAR CAMPAIGNS

We create webinar programmes that position you as a thought leader.



CONTENT SYNDICATION

We take the great content you already have and push it out to our networks



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 uncovering the challenges your customers face, you can effectively create a marketing asset that can be thematically linked to your companies mission.

Not only do we create a compelling hero piece based on proprietary research we design a campaign utilising our network of influencers, social communities and publishing platforms. We then overlay these elements with a dedicated email program, targeted PPC campaigns and series of dedicated blog posts.

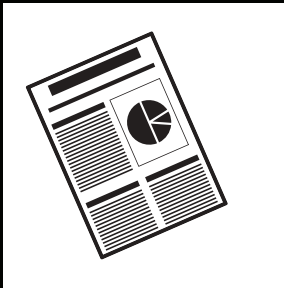
Sound interesting?

[VIEW CASE STUDY](#)



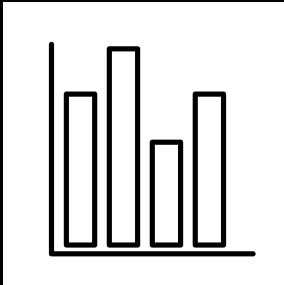
CORINIUM DIGITAL SERVICES KIT

WHAT YOU GET:



HERO CONTENT

Full ownership of the research report to re-purpose and use on your own channels.



ENGAGED LEADS

Regular updates during the campaign on performance and leads generated.



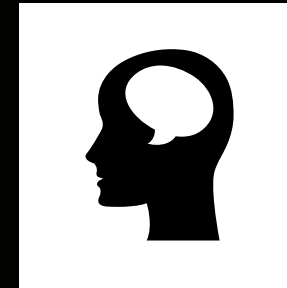
BRAND UPLIFT

Increased brand credibility through our network of engaged senior executives.



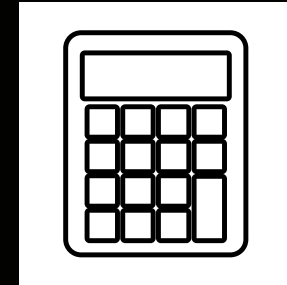
THOUGHT LEADERSHIP

Custom research and editorial rigour that will position your company as industry leaders.



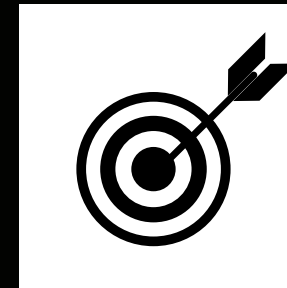
EDUCATE PROSPECTS

An opportunity to demonstrate expertise by providing valuable insights to prospects.



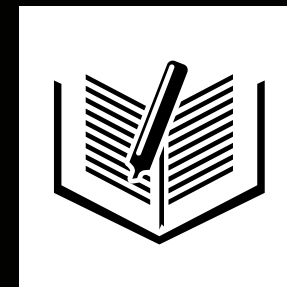
MEASURABLE ROI

Full transparency into campaign performance and return on investment.



HYPER TARGETED

The opportunity to provide us with a list of key accounts to target for the project.



EDITORIAL FREEDOM

Creative freedom to shape the theme and editorial process to match your communications plan.



WEBINARS

INCREASE ENGAGEMENT WITH A DEDICATED WEBINAR

Webinars are the perfect way to engage new leads and promote your senior executives as industry leaders. By partnering on a webinar your will get the opportunity to demonstrate your expertise and create an open dialogue with new prospects. Our webinar programs include full scale management, marketing, registration and post-event wrap up reports.

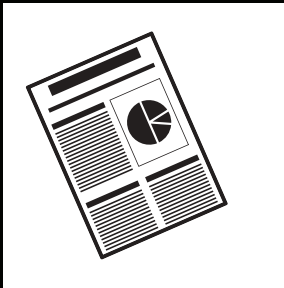
Not only do we help create a compelling webinar presentation we design a campaign utilising our network of influencers, social communities and publishing platforms. We then overlay these elements with a dedicated email program, targeted PPC campaigns and series of dedicated blog posts.

Sound interesting?

GET IN TOUCH

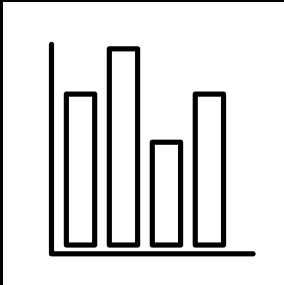


WHAT YOU GET:



HERO CONTENT

Full ownership of the webinar to re-purpose and use on your own channels.



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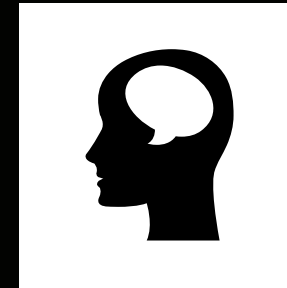
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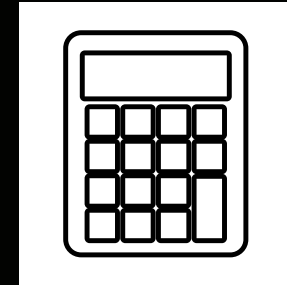
THOUGHT LEADERSHIP

The opportunity to tell your story to a captive, engaged audience.



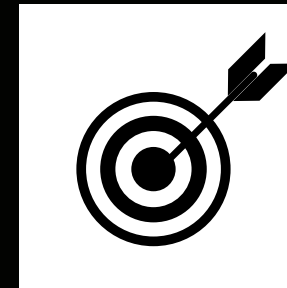
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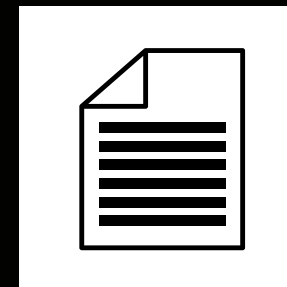
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EDITORIAL FREEDOM

Once the webinar is over we can provide you detailed engagement showing how participants interacted.



CONTENT SYNDICATION

AMPLIFY YOUR BEST CONTENT

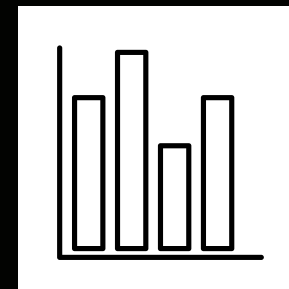
Whether you're looking for leads, have a story to tell, or a webinar to promote, leveraging our syndication package can extend the reach of your marketing campaigns.

Not only do we help advise on the best piece to use, we leverage our network of influencers, social communities and publishing platforms.

We then overlay these elements with a dedicated email program, targeted PPC campaigns and series of supporting social elements.

Sound Interesting?

[VIEW CASE STUDY](#)



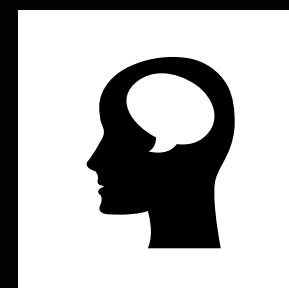
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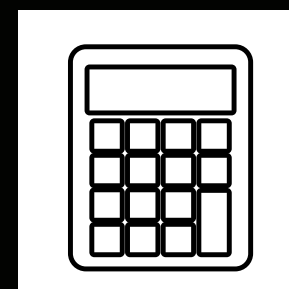
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CORINIUM DIGITAL SERVICES KIT

CUSTOMER SUCCESS STORIES



THE INNOVATION GAME

Study on digital transformation commissioned by Paxata, Accenture & Microsoft.



CX TRENDS 2019

Customer experience trends report commissioned by Conversocial.



YELLOWFIN CONTENT BOOST

Content syndication program sponsored by Yellowfin.

OUR CLIENTS



TESTIMONIALS



"The Corinium team were knowledgeable, helpful, insightful and through this campaign we were able to generate over 500 high quality leads and a trends report which we can continue to promote across our own channels"



"Corinium has an incredibly well-curated set of contacts in our space, which makes them a great partner to work with. Now, with the extension of their services into the digital arena, they become an even more valuable partner. Their efforts have seen increases in open and response rates and we will continue to work with them in the future."



"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"

MEET THE TEAM



ADAM PLOM
Managing Director



AMY BRIERLEY
Marketing Director



JESS KARIA
Marketing Manager

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