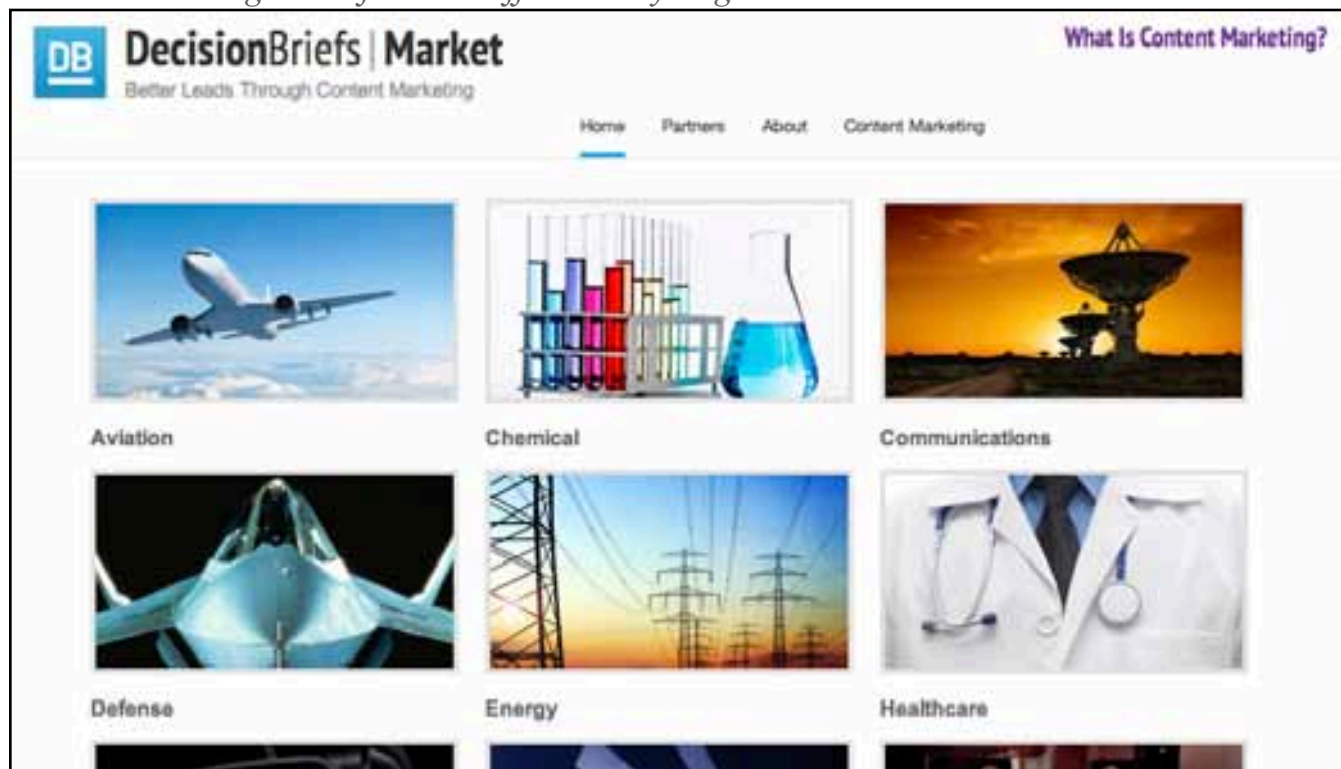


DB DecisionBriefs | Chemical Engineering

Better Leads Through Content Marketing

Introducing DecisionBriefs

Content marketing is one of the most effective ways to generate leads



Finally! An efficient way to reach buyers at key points of the their decision

DecisionBriefs is a dynamic content marketing platform where you can manage all of your content in one place. From social media, to blog posts, to placing articles on industry-leading publications, DecisionBriefs allows you to **Create | Distribute | Measure** your content cost effectively.

With DecisionBriefs, you can track your marketing ROI and distribute your content anywhere! Create content once, distribute to multiple outlets.

You have the keys to update your content any time you want!

FOR THE VENDOR

The centerpiece of your DecisionBriefs program is your online profile, which provides an overview of your products or solutions. It is where you can upload as much of your sales, marketing and informational content as you want. Your content is searchable so that it will be served to buyers when they are searching companies, products or solutions.



FOR THE BUYER

Buyers will be able to subscribe to receive content updates by company, product and solutions. Every time you add more content to your online profile, an alert will be sent to subscribers directing them to your profile where they can view your content. We collect the lead information of those accessing your content and share those leads with you.

WITH DECISIONBRIEFS YOU'LL BE ABLE TO:

- Generate leads from buyers researching solutions in your category
- Expose your content to targeted audiences
- Access which leads are warm and which are hot based on how they react with your content
- Create “Nurture programs” to move warm leads through the purchase funnel
- Measure the ROI of your marketing investment via access to your own analytics dashboard
- Create a database of leads which can be downloaded into your CRM system
- Drive traffic to your website
- Close more sales!

You'll have three resources available to you:

- A marketing or press release column
- A content or editorial-focused main column
- A full product buyers guide for unlimited products/ services

With DecisionBriefs you can repurpose existing content you already own, or curate from other sources and other media outlets.

By providing information to the reader for each step in their decision process, you can nurture the sale and monitor ROI with our analytics and Salesforce Dashboard.



DISTRIBUTE AND MEASURE



DecisionBriefs as a platform allows you to distribute nearly everywhere. That means you can place an article or content in your DecisionBriefs channel once, and choose to distribute to multiple outlets concurrently.

You can have your content sent to social media outlets like Twitter, Facebook, LinkedIn, and Pinterest.

You can create an article in DecisionBriefs and with a click of the mouse, have it distributed to your own blog, or nearly any third party site.

Perhaps most importantly, DecisionBriefs is part of Access Intelligence and leverages the communities and brands that you have worked with over the years. You can now distribute your content directly to Chemical

Engineering via a DecisionBriefs box on the homepage, or choose several different outlet options on Chemical Engineering.



MEASUREMENT IS THE KEY TO SUCCESS

DecisionBriefs will provide you with a myriad of analytics to measure the success of your content and campaigns. You'll receive access to a Salesforce dashboard to manage your leads, monitor ROI and export to your Salesforce account if you have one.

What's Included

The base cost of DecisionBriefs provides your company with the following:

- Database to store your content (articles, case studies, data, webinars, video, etc)
- Platform to distribute your content
- Deep analytics to measure ROI
- Salesforce Dashboard to monitor and nurture leads and sales
- Marketing-focused column for press releases
- Editorial-focused column for your main content
- Access to Buyers Guide and upgrades to distribution outlets

Upgrades

Just being part of DecisionBriefs will place you at the forefront of your market and allow you to monitor your marketing effectiveness. The more content you place in DecisionBriefs, the better your ROI. To really maximize your marketing dollar, you have many distribution options:

- **DB Box:** DecisionBriefs will have a box on Chemical Engineering like the box at right.
- **DB Exclusive Box:** You can choose to have your own sponsored box with only your content on the Chemical Engineering homepage. Much like an ad unit, but delivering

your messaging with articles or video.

- **Newsletter:** You can distribute your content to any Access Intelligence newsletter.
- **Mini Site:** A complete branded mini site with all or any content you choose from DecisionBriefs.
- **Social Feeds:** Leverage the Chemical Engineering brand across Facebook, Twitter and more.
- **RSS:** With readers accessing media via news aggregators, you can reach our audience with your content through our RSS feeds.
- **DB Widgets:** On your DecisionBriefs channel, you can run HTML code, or a widget box that can display anything you like. From advertising, to your own social feeds, downloads and more.
- **DB Buyers Guide:** You can upgrade your DecisionBriefs channel to maintain a complete product database of all your products online.

DecisionBriefs | Chemical Engineering

Case Study

Dust Explosions: Prevention & Protection

North Anna Power Station

Preventing dust explosions is not rocket science, and still these disasters occur. This article is written to prevent these accidents. It describes how and why these explosions happen and what can be done to avoid them.

Why They Occur

Dust explosions occur when three conditions are present simultaneously. The first is that there is a dust cloud of combustible material (the fuel). The second is that there is sufficient quantity of oxygen. The third is an ignition source of sufficient strength. When all three combine...

Read more...

Chemical Engineering

DecisionBriefs:

Charter members who sign on now will receive a FREE term through March 31, 2013. Jan 1 – Mar 31 is a FREE period. Your paid 12 month campaign will begin April 1, 2013.

Standard DecisionBriefs Offering:

\$5,000 or \$417/month

12 month package Includes:

- Database to store your content (articles, case studies, videos, webinars, etc)
- Platform to distribute your content
- Deep analytics to measure your ROI
- Salesforce Dashboard to monitor and nurture leads and sales
- Marketing –focused column for press releases
- Editorial-focused column for your main content
- Charter members will receive two press release postings per month on che.com.

Silver Package:

\$10,500 or \$875/month

- Standard DecisionBriefs Offering
- 8 pieces of content posted on Chemical Engineering for 2 days each

Gold Package:

\$16,000 or \$1,333/month

- Standard DecisionBriefs Offering
- Widget upgrade (Allows for unlimited widgets or HTML code on right column)
- 12 pieces posted on our social media feeds
- 12 pieces of content posted on Chemical Engineering for 2 days each (1 per month)

Platinum Package:

\$38,550 or \$3,213/month

- Standard DecisionBriefs Offering
- Widget upgrade (Allows for unlimited widgets or HTML code on right column)
- 12 pieces posted on our social media feeds
- 12 pieces of content posted on Chemical Engineering for 2 days each (1 per month)
- AI Site Sponsorship
Mini Site on Chemical Engineering. Some or all DB content can be displayed on mini site - Nav, etc.
- Content from Mini Site added to Chemical Engineering RSS feed

A la carte pricing (12 mos unless otherwise specified):

- Chemical Engineering DecisionBriefs Base Price:
 - \$5,000 or \$417/month
- Widget Upgrade:
 - \$3,000 or \$250/month
- Content Posting on Chemical Engineering
 - \$400/ 2 days
- Che.com Site Sponsorship:
 - \$30,000 or \$2,500/month
- Che.com Site Sponsorship (6 mos):
 - \$20,000
- Social Media Post
 - \$300/day
- Lead generation \$60/lead
- *Content Development pricing available upon*