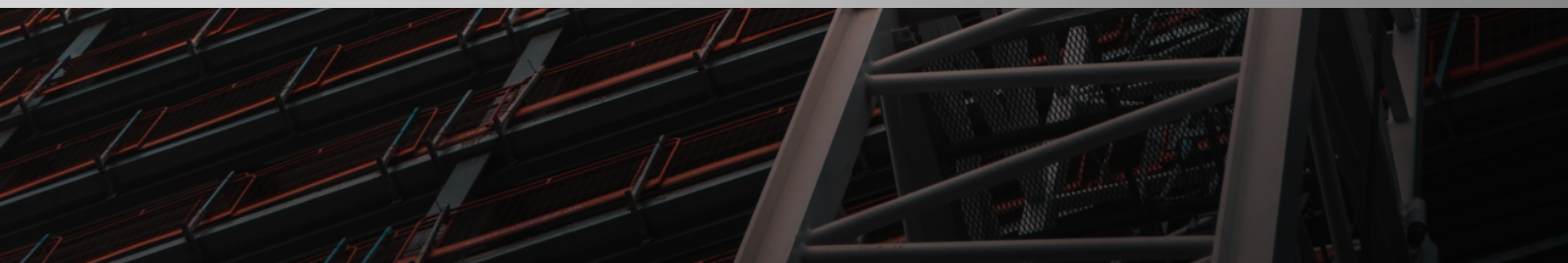




MARKETING CHANNEL SUMMARY

Your guide to successful marketing





About

This e-book highlights the different marketing channels available for your brand through KHL. Each page summarizes the pros and cons of the marketing channels and how effective they will be for different campaign goals.

Established in 1989, KHL Group is the leading supplier of international construction information in the world. It has achieved rapid growth through market focus and an intense knowledge of the world market.

Guide Contents

- Website banners
- Newsletter banners
- Sponsored content
- White papers
- Webinars
- Remarketing
- Programmatic marketing
- E-blast campaigns
- Sponsored social media
- Summary of content

KHL Dashboard

The KHL dashboard is a tool that collates all the digital campaign stats from e-blasts, websites, newsletter banners, native advertisement, remarketing and social media campaigns.

Clients are able to use the dashboard to view or download their own campaign statistics.

The system also warns the KHL digital team if a campaign is not performing well within the first week. This allows time for campaign performance to be improved.

Key

Engagement	The connection between customer and client via a reaction, interaction, effect or experience.	Lead generation	The level of enquiries made about your products and services.
Cost	Cost per campaign.	Brand awareness	The exposure of your brand to the audience.



Website banners

Brand Awareness



Engagement



Lead Generation



Cost



Pros

- The perfect opportunity to put your message in front of a targeted audience
- Low cost option for raising awareness of your brand
- Global reach
- Ideal for supporting lead generation campaigns

Cons

- Lower click rate
- Limited availability



Newsletter banners

Brand Awareness

Engagement

Lead Generation

Cost

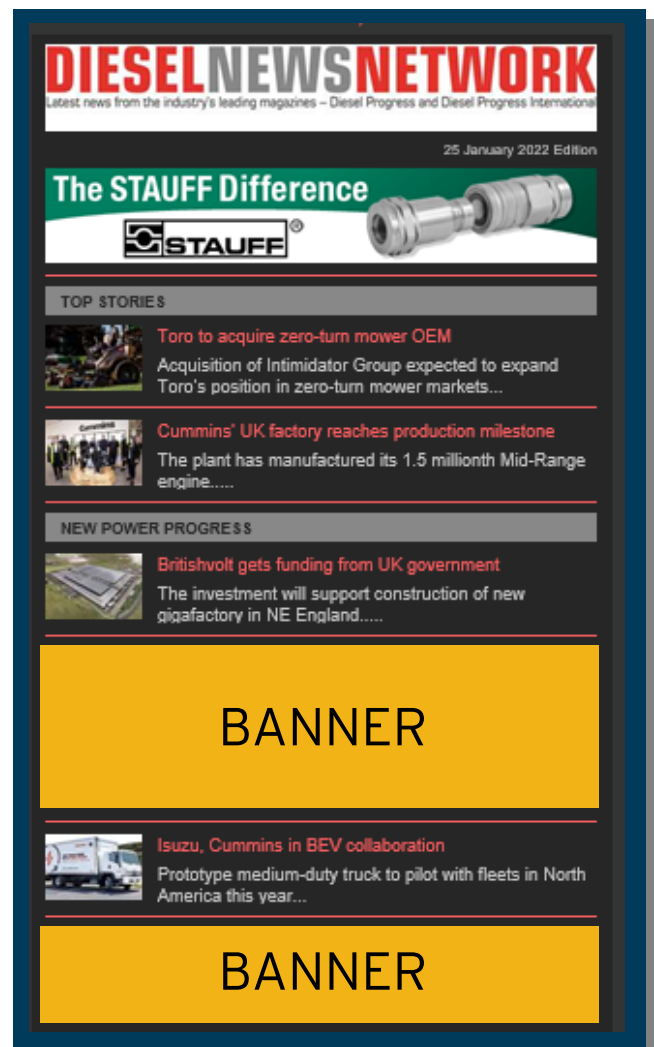


Pros

- Your brand reaches our most engaged audience
- Direct buyers straight to your chosen landing page
- Align your brand with the latest news for our industry from a trusted brand

Cons

- Limited ad space is available



Sponsored content

Brand Awareness



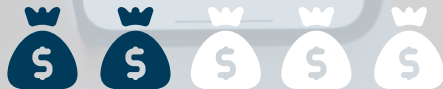
Engagement



Lead Generation



Cost

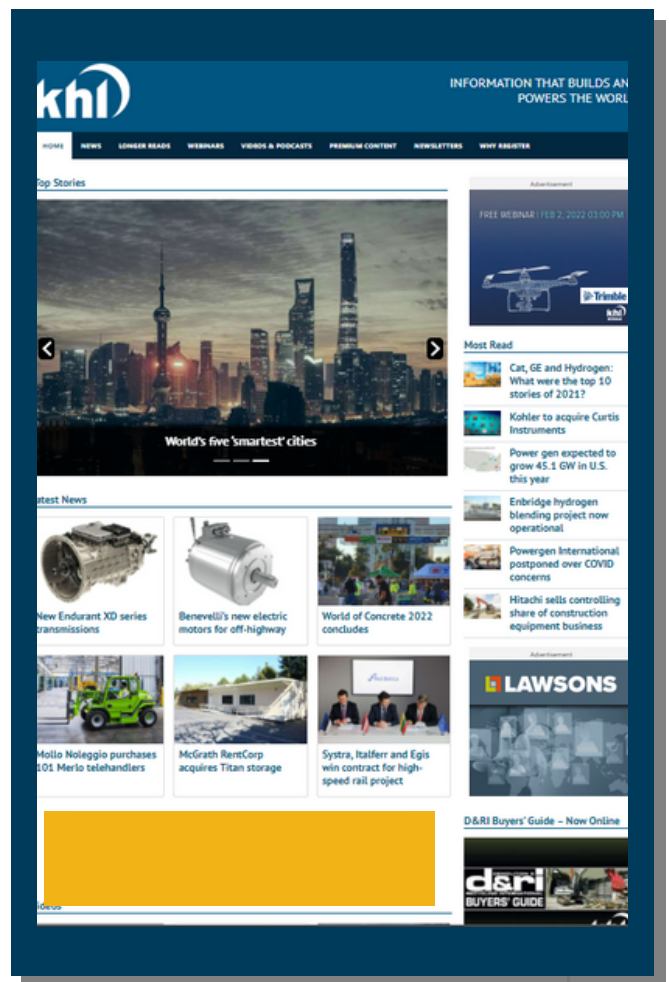


Pros

- Ads display on both the website, and newsletters
- An opportunity to educate our audience
- Reach engaged readers with your message
- Audiences trust sponsored content that appears on a reputable platform
- Articles can include links, pictures and videos

Cons

- Creating engaging content is time consuming
- Numbers reached are lower than banner advertising



White papers

Brand Awareness



Engagement



Lead Generation

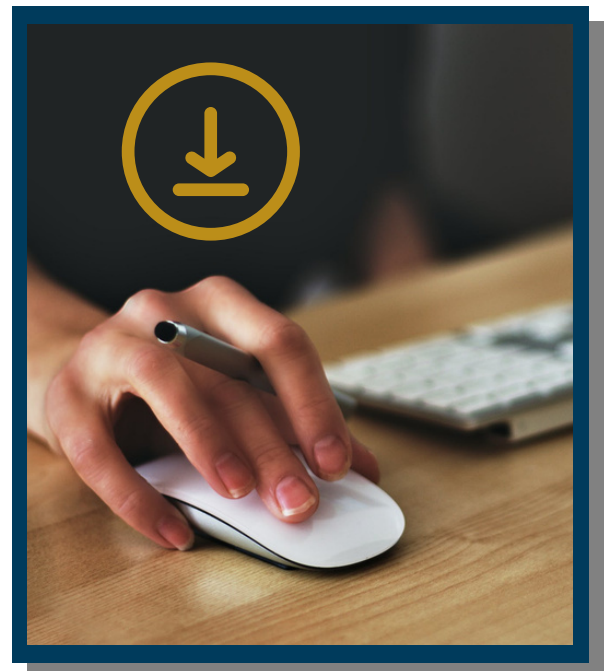


Cost



Pros

- Gain highly qualified, targeted leads
- Hundreds of thousands of brand impressions during the marketing campaign
- Establishes your brand as an authority in the industry
- Builds rapport with potential clients
- Loaded with data, research and statistics



Cons

- White papers require a lot of care after they are created
- Require a large amount of research
- A large project to undertake

Webinars

Brand Awareness



Engagement



Lead Generation



Cost



Pros

- Webinars are accessible to a global audience
- An excellent way to engage and educate potential clients
- Ideal for generating high-quality sales leads



Cons

- A larger financial investment than other channels
- Audience numbers depend heavily on the chosen topic

Remarketing

Brand Awareness



Engagement



Lead Generation



Cost



Pros

- Reach the KHL audience as they browse the web
- Tens of thousands of brand impressions
- A targeted audience
- Ideal for supporting lead generation campaigns to build awareness

Cons

- Expected click through rate is 1%



Programmatic marketing



Pros

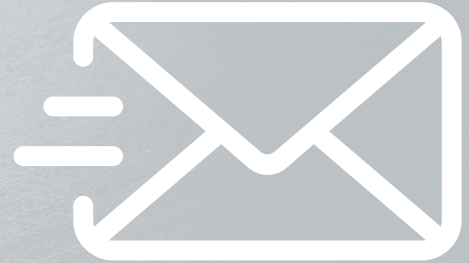
- Ads targeted at KHL readers who have shown interest in particular topics
- Tens of thousands of impressions
- A highly targeted audience means very low wastage
- Advertise to an audience actively interested in topics or products

Cons

- More costly than remarketing



E-blast campaign



Pros

- Reach an already engaged, targeted audience directly in their inbox
- Choose your audience from a variety of different demographics
- Good for lead generation



Cons

- Reaches a smaller number of people than other channels

Sponsored social media



Pros

- High engagement rate
- Increase brand awareness
- Effective way to target audiences
- Ideal for supporting lead generation campaigns



Cons

- Real-time customer feedback visible and open for scrutiny from the public

Channel Summary



Digital Channel	Brand Awareness	Engagement	Lead Generation	Cost
Website banner	★★★★	★★★	★★★	\$\$\$
Newsletter banner	★★★★	★★★	★★★	\$\$\$
Sponsored content	★★★★	★★★	★★★	\$\$\$
White papers	★★★★	★★★	★★★	\$\$\$
Webinar	★★★★	★★★	★★★	\$\$\$
Remarketing	★★★★	★★★	★★★	\$\$\$
Programmatic	★★★★	★★★	★★★	\$\$\$
E-blast campaign	★★★★	★★★	★★★	\$\$\$
Sponsored social media	★★★★	★★★	★★★	\$\$\$

Contact the KHL digital team for more information or advice
digital@khl.com

