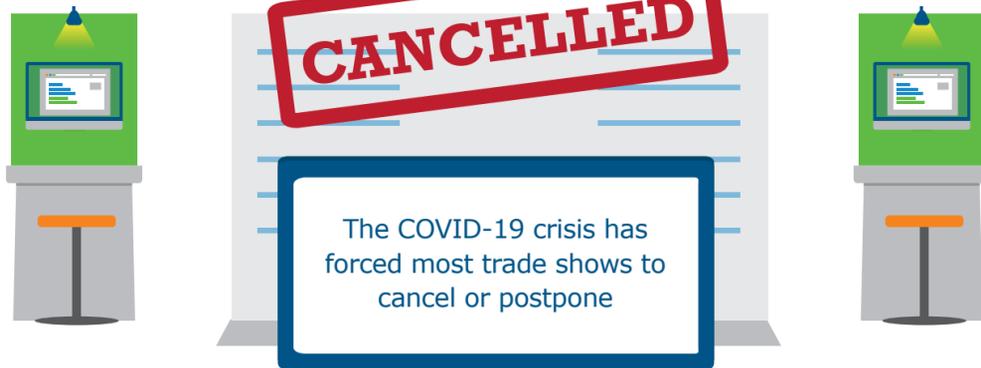


HOW TO CAPTURE LEADS AND MEET THE MEDIA WITHOUT TRADE SHOWS



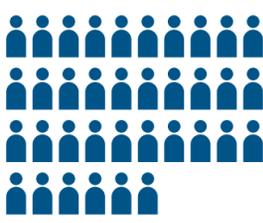
This puts tech B2B marketers in a bind. Trade shows are a foundational element of any marketing plan and driving top marketing objectives:

1 GENERATING LEADS



77% of B2B marketers say trade shows generate a significant quantity of their leads²

2 MEDIA / INFLUENCER RELATIONS



3,600 journalists & analysts were estimated to attend Mobile World Congress 2020⁴

Let us show you how to keep moving ahead, without shows >>>

PUBLITEK LEAD GENERATION



Get marketing qualified leads at any time at much lower cost-per-lead than at a trade show.

1. Content strategy and creation
2. Drive publisher programs
3. Amplify with content syndication, LinkedIn and programmatic placements
4. Optimise!



\$70

Starting cost per lead with Publitek program



PUBLITEK MEDIA AND ANALYST RELATIONS



Brief journalists, build relationships and get coverage without getting on a plane, at the time that works best for your executive team.

1. Strategize announcement and target media
2. Develop kit and presentation
3. Schedule and manage interviews
4. Monitor and report coverage

We have proven and consistent success getting interviews and generating coverage from many publications and analysts including:



PUBLITEK WEBINAR PACKAGES



Compel your prospects, or get in with the influencers

Publitek can generate leads and execute online announcements using our webinar services. We can help you create the presentation. Attract and register an audience. Run your online event. Record and report the results. Whatever you need to make connections that build your business, all from the convenience of your keyboard.

Strategise topic and audience

Branded registration

Event management



Reach **100s** of prospects at once. Packages start at **\$5000**.

You don't need trade shows to meet your goals

For decades, Publitek has helped tech B2B companies build prospect databases and hit coverage targets using a wide variety of tactics. We're ready to have a quick call with you about how our services can help you maintain marketing momentum without trade shows.



Please click here if you would like more information.

¹ Freeman projection, March 2020
² https://www.freshjones.com/trade-show-displays
³ https://www.entrepreneur.com/article/312010
⁴ https://www.mwcbarcelona.com/exhibition/become-an-exhibitor/