

PULP AND PAPER

pulpanddpaper-technology.com



MEDIA PACK

Introduction

Pulpandpaper-technology.com is the leading information pool in the global B2B market, catering to a vast and targeted audience group through strategic e-mail marketing, social networking and event marketing. A significant resource for manufacturers and buyers in the global pulppaper market, our platform is also proud to own its well-connected database of pulppaper companies worldwide.



Content Marketing

Content Marketing has always been an integral part of online promotions for companies. Moreover, content marketing is a good practice for an entity to establish itself as a leader in their segment of interest. Sharing and promoting business ideas, innovative trends, futuristic roadmaps are some of the ways companies try to propagate their thoughts, capabilities and operational models.

Benefits

Increase in video viewership, whitepaper downloads, info graphics download, podcasts registration, e-Book signup from multiple channels – all leads to

- Brand Awareness
- Thought Leadership
- Business Leads
- Web Traffic

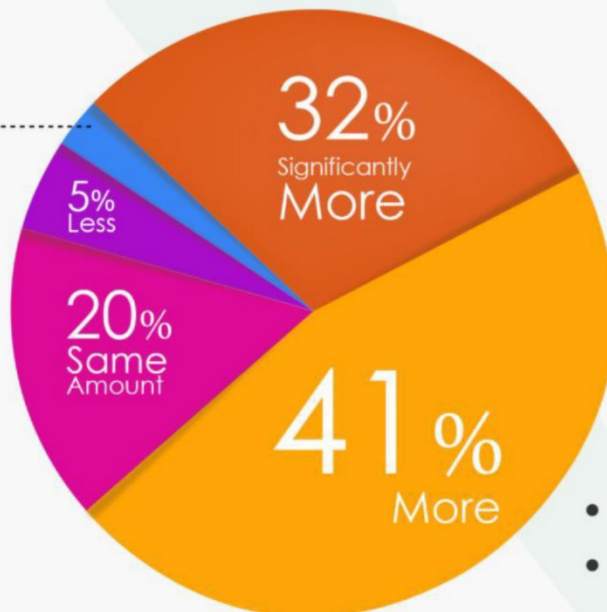
Features

We follow a uniform channel/ medium distribution strategy for newer verticals. Prominent mediums/methodologies include — all leads to

- Video Promotions
- Press Releases
- Interview Promotions
- Whitepapers and Product Catalogue promotions
- eBook and Info graphics promotions
- And, more

Change in Amount of Content Creation

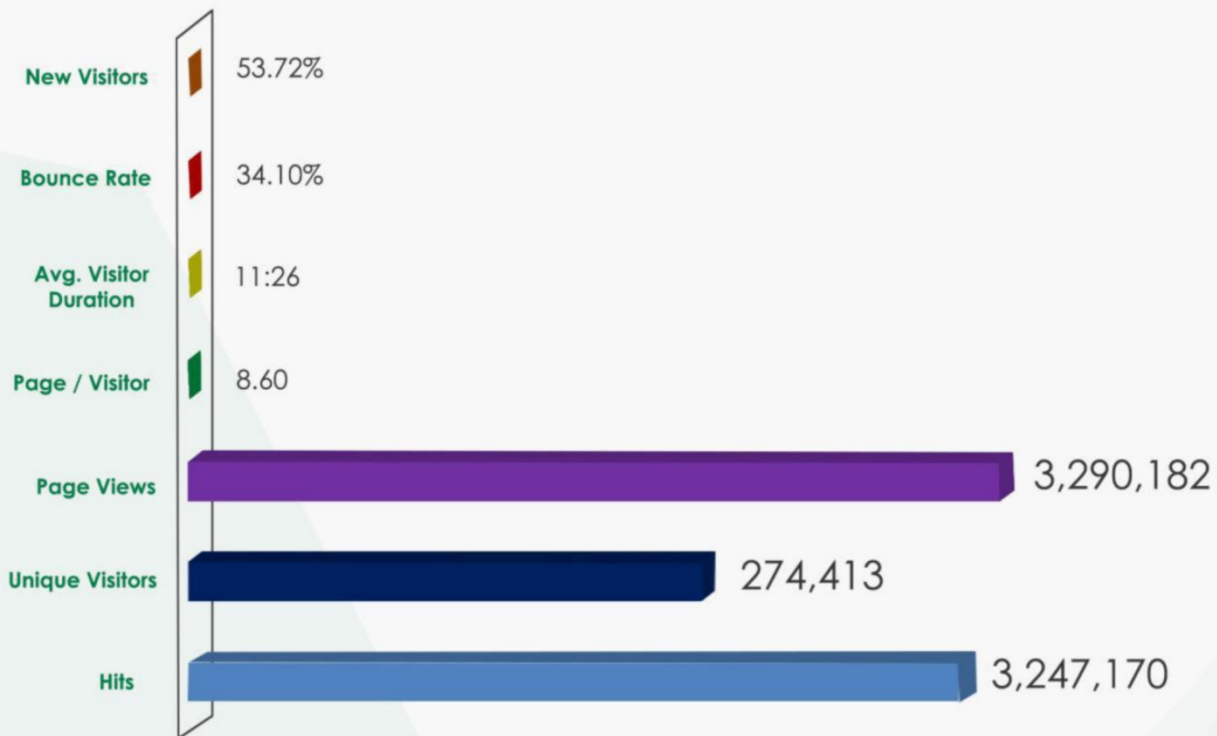
2%
Unsure



- Content Marketing Institute
- Marketing professionals

“ We believe in our innovative ideas and precision of their execution ”

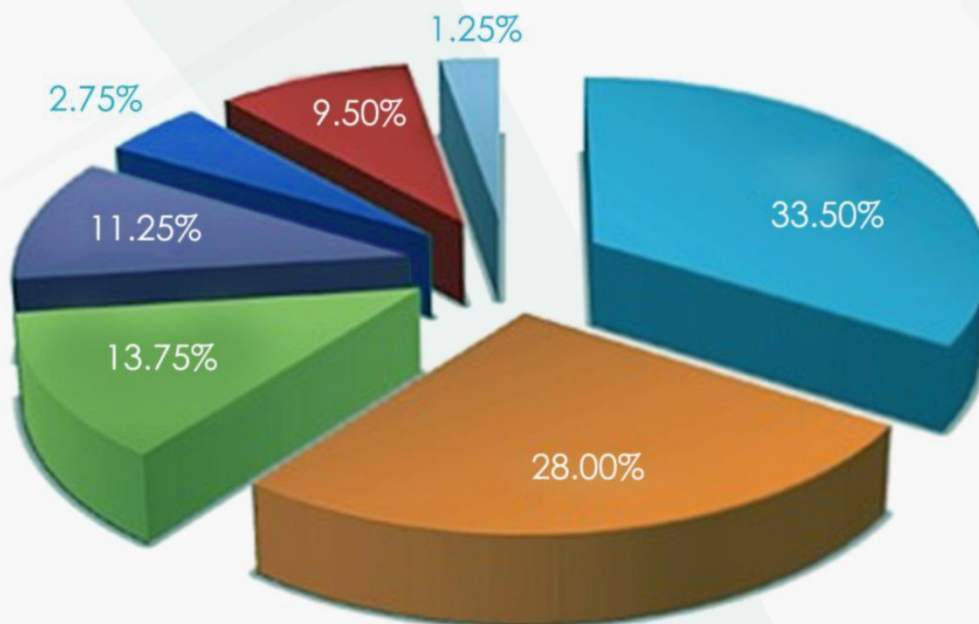
WEBSITE VISITORS



Homepage Adverts
Upto 5192 clicks through
96,125 impressions per month

8.60
average
Pages viewed per visit

11m:26s
average
Time per visit



■ Direct ■ Organic ■ Referral ■ Paid Search ■ Social Media ■ E-mail ■ Other

Visitors per month: 280,000+

Registered Buyers: 56,000+

Dedicated Subscribers: 148,000+

SERVICES

1 Exclusive Micro Website with SEO

An optimised micro-website on our industry specific portal, with a profile of the specific company, outlining their operative segments, products and services, etc

3 Video Marketing

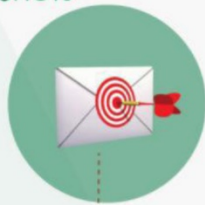
Complete video hosting and viewing services, within our platform.

Targeted e-Mail Shots

5



e-mail Marketing



e-Newsletter Advertising

6



Event Marketing

We participate in events and exhibitions and also promote these events and exhibitions through our website.

7



White Papers

Working in conjunction with its industry partners, we provide an extensive library of white papers discussing the most pressing issues and innovative solutions in the industry.

2

Expert Talk



Our editorial board comprises of a specialist group of leading industry figures who in conjunction with our communications team identify the main drivers of the industry, helping to produce regular, thought provoking opinion pieces on the latest issues, challenges and developments.

4

Press Releases



Get yourself noticed; reach out to the most distant clients with your latest product-specific, company-related news and thus enhance business that finds you.

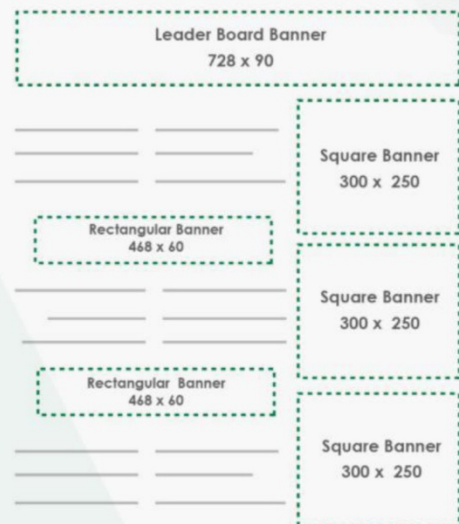
We offer custom feeds from your specific industry sector. It's a great way to keep up to date on opportunities and your competition.

8

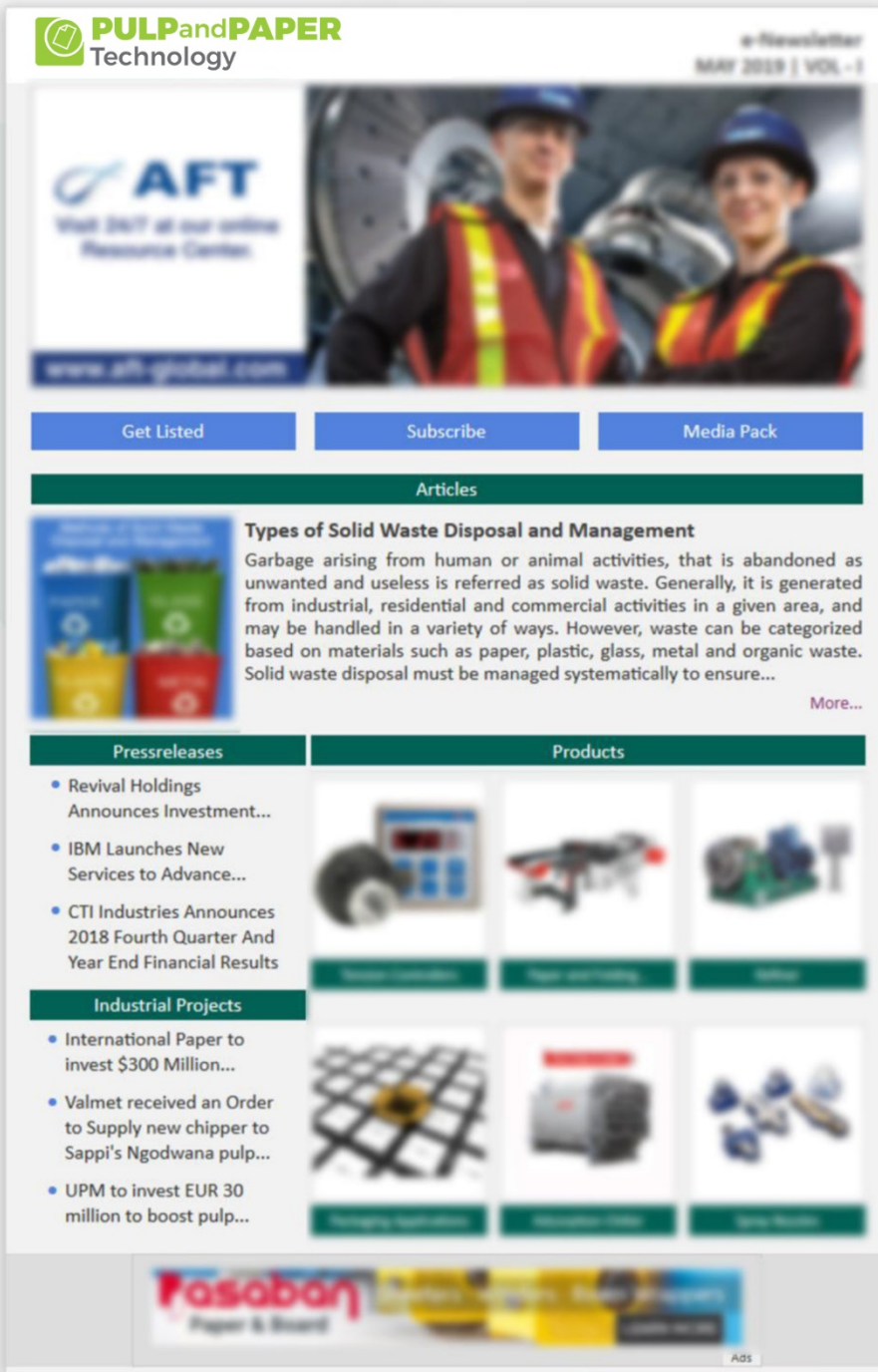
Banner Advertising



Strategic positioning of brand advertisements across the website, including search results, directory listings, profiles and articles.



e-NEWSLETTER COMMUNICATION



92.2%

Digital Marketing emails opened

8.25%

Average clicks-to-opens

Bi-Weekly

Average emails opened 98.3 %

Subscribers by Job

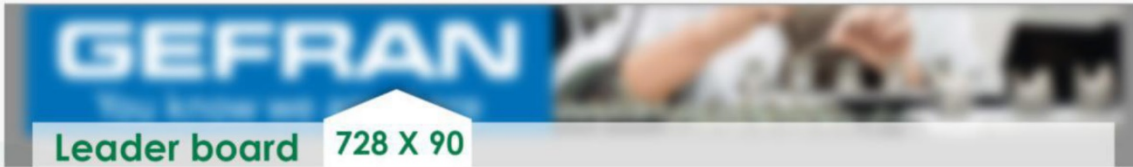
C-Level	Business Management
<ul style="list-style-type: none"> Chairman President Chief Executive Officer Chief Finance Officer Chief Information Officer Chief Operating Officer Chief Technology Officer Chief Communication Manager 	<ul style="list-style-type: none"> Vice President Executive Director Managing Director Head of Marketing Head of Sales Head of Business Development VP of Marketing Head of Invest & PR Dept

MEDIA PACK



BANNER PLACEMENTS

BANNER PLACEMENTS



Leader board 728 X 90

A leader board banner on our website is an advertisement that lies between the masthead (the title area at the top of our Web page) and content. They provide a prominent position without coming in way of the content.



680x250

Slider Banner

Placing adverts on our Slider banners on the homepage is one of the most effective ways of grasping advertising spaces

Square Banner

A square banner on our website is an advertisement that usually features on all of our pages. This square banner is surrounded by content on the left which makes it easily viewable by other users and thus becomes an effective way of online advertising



300 x 250

Rectangular banner

A full banner on our website features in the middle of our homepage, providing perfect visibility and attention.



468 X 60

Rectangular banner Placed in Footer

A full banner placed in the footer features on the bottom of our home page kept away from content.



468 X 60

“ Business for us is the right strike at the right time with adaptable capacities ”

RATE CARD

BASIC PLAN

First step towards discovering new markets, qualified enquiries and enhanced market engagements.

You Get:

- ✔ Detailed Company Profile
- ✔ Unlimited Product showcasing
- ✔ Unlimited Product images
- ✔ Unlimited Product/Company Catalogues/PDFs
- ✔ Unlimited videos
- ✔ Unlimited profile and product edits
- ✔ Verified Business Enquiries
- ✔ On boarding technical/sales support
- ✔ SEO (Search Engine Optimization)
- ✔ SMM (Social Media Marketing)

Total Cost: \$1500 USD

PREMIUM PLAN

Stand out of your competition with global presence, enhanced market reach, top of the line industry insights & more sales.

You Get:

- ✔ Everything in Basic Plan, Plus:
- ✔ SEO Pro (Search Engine Optimization)
- ✔ SMM Pro (Social Media Marketing)
- ✔ E-Newsletter Presence (n/w of 140K)
- ✔ Email Marketing
- ✔ Banner Placements
- ✔ Content Marketing

Total Cost: \$2100 USD

RATE CARD

Website Banners	Rate Per Month	Description
Leader board banner	\$4000	Homepage
Slider banner	\$3000	Homepage
Square banner	\$2000	Homepage
Top/Full banner	\$1800	Homepage
Base banner	\$1800	Homepage
Pop-up banner	\$2500/weekly	Homepage
Tower banner	\$3500	Homepage

* Banners in the inner pages cost 20% less than the ones on homepage.

Additives

- ✔ Product launch ----- \$500
- ✔ Interviews ----- \$500
- ✔ Press Releases ----- \$300
- ✔ Whitepapers ----- \$300
- ✔ Case Studies ----- \$300

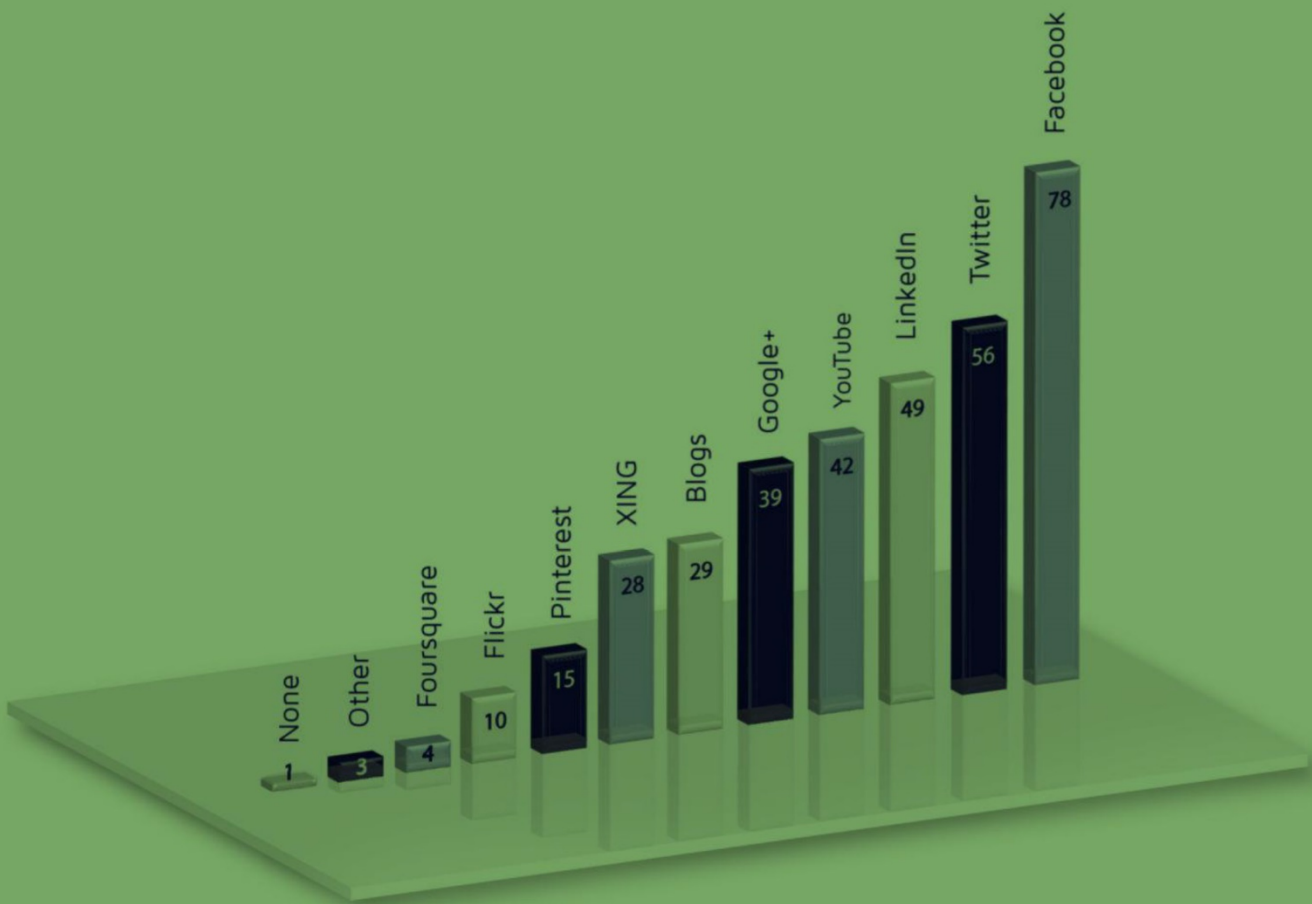


SOCIAL MEDIA MARKETING

MAKE YOUR BRAND PRESENCE
STRONG ON **SOCIAL MEDIA** !

FACEBOOK, TWITTER,
LINKEDIN, PINTEREST ETC.

IT ENHANCES THE BUYERS REACH AT YOUR DOORSTEP.



"STAY IN TOUCH. STAY CLOSER"

EVENT MARKETING

BRANDING & PROMOTION:

Banner & Slider will be strategically positioned on the homepage with complete event details, for 1 month.

VIDEO MARKETING:

Enhanced user engagement on the web page by 500%, improved branding for the product and retain substantial traffic, for 1 month.

NEWS RELEASE:

We increase awareness of your brand, optimize your website search visibility, and boost the traffic from potential buyers and clients.

ARTICLE:

We promote your Events (website) and receive quality inbound links. Write quality articles Use an SEO friendly resource box Online Marketing: We possess quality opt-in & double opt-in database Precise selection of event marketing for targeted audience Creation of short & concise content

INTERVIEW:

We boost your visibility through events by posting interviews & through promotional strategies that ensures yielding more positive results. E-Mail Marketing: Marketing Messages are sent by email through an exclusive database of **pulpandpaper industry**, comprises high profile business executives and key decision makers from the industry. The database consist details of executives who are opt-in and double opt-in subscribers. Our E-Newsletters enjoy high hit rates with a total count of 6000 per min.

Total Cost: 1000 USD

WE PARTICIPATE IN EVENTS AND
EXHIBITIONS AND ALSO PROMOTE THESE
EVENTS AND EXHIBITIONS THROUGH
OUR WEBSITE

E-MAIL MARKETING

CLIENT E-MAIL BLAST:

Client E-mail Blast Messages are sent by email through an exclusive database of **Pulpandpaper** Industry, comprises high profile business executives and key decision makers from the industry. Our E-mail marketing entices high hit rates and click through. E-mail marketing has become the essential tool for the businesses ever since the introduction of internet to the world. Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercials or fundraising messages to all industry buyers. In its broadest sense, every email sent to a potential targeted customer is considered to be Email Marketing. However, the term is usually referred to:

Sending Emails with a purpose of enhancing the relationship of a client with its current or previous buyers to encourage customer loyalty and repeat business. Sending emails is a purpose of attracting new buyers and encourage the current buyers to purchase immediately.

We offer after sales plan for E-mail Marketing as follows:

- 1) Open rate of the campaign
- 2) Click rate of the campaign
- 3) Demographic stats

Pricing Structure:

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is US\$0.25)

BOOKING EXAMPLE:

10,000 Direct Marketing messages cost:
10,000 X US \$0.25 = US \$2,500



WE MARKET YOUR PRODUCTS &
SERVICES THROUGH
E-MAIL COMMUNICATION

WEBINARS

Pulpandpaper Technology live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front of a larger section of audience without the travel costs. Our fully customizable webinars can be used for customer training, educating potential buyers on your new launches, developments, products or other events. We can help you reach your target audience and generate highly qualified sales leads.

Features

- ◆ Access all your webinar features and functions from one interface
- ◆ Manage Power Point slides
- ◆ Promoting the live webinar through a wide range of services including email blast, e-newsletter placement, inclusion in calendar of events, social media promotion, and placing banner on our home page
- ◆ Analytics to Track Registered Attendees
- ◆ Complete and simple registration management
- ◆ Possibility of .mp4 file of the webinar
- ◆ Chat, advanced polling, and survey functions

Benefits

- ◆ Use the webinar as a platform to launch new products and services
- ◆ Grow your audience with increased reach, impact and user-friendliness
- ◆ Rise above geographical boundaries
- ◆ Generate new business
- ◆ Gain the strong web presence differentiating yourself from competitors
- ◆ Connect and engage with your target audience
- ◆ Give more exposure to industry specific people
- ◆ Increase your brand profile and share your capabilities with leading industry professionals

Pricing: US \$10,000

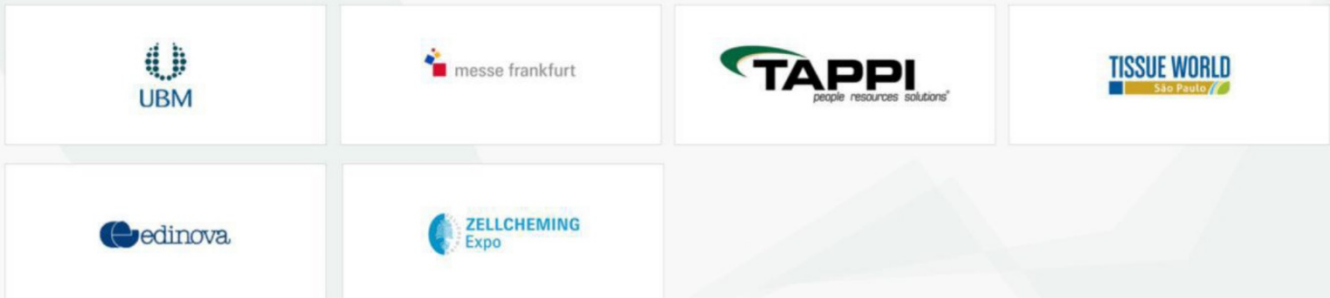
Services Offered:

- ◆ Total 3 e-Mail marketing, 2 pre and 1 post
- ◆ LinkedIn, Facebook, Twitter and Google Plus promotion
- ◆ Pop up banner for 3 days

Our Major Clients



Our Event Partners



Our Online Media Partners



Contact Us

info@pulpandpaper-technology.com
www.pulpandpaper-technology.com

“ We hear you applauding our Great Work ”