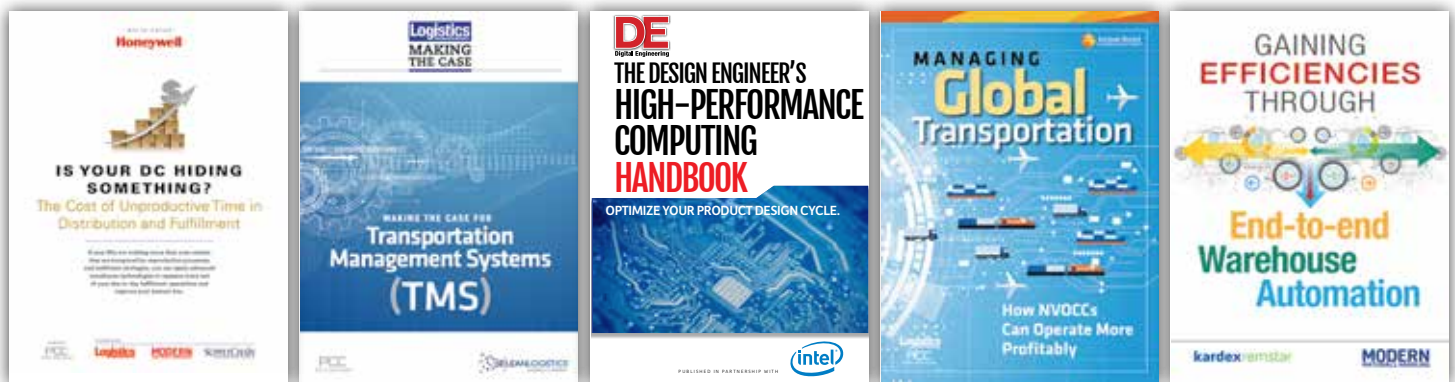




# Content that Delivers

Engage, Acquire and Retain Customers



*“Collaborating with PCC has helped us stay relevant in the constantly changing conversations in our market, enabling us to position ourselves as an industry thought leader. From topic selection and content creation to final layout and distribution, PCC is there at every step.”* —Director of Marketing, US New Business, Kardex

# Thought Leadership and Market Education

## Peerless Content Creation – Your Strategic Content Marketing Partner

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Partner with industry experts to engage, acquire and retain customers through quality content. Peerless Content Creation (PCC), a division of Peerless Media, the leading media provider in the supply chain, logistics, materials handling and design engineering markets, is a fully integrated custom content partner who can offer expertise not only in content creation but also in marketing, design, and research. The fact is we engage your target audience every day through our successful media brands including SupplyChain24/7.com, *Logistics Management*, *Modern Materials Handling*, *Supply Chain Management Review* and *Digital Engineering*.

And, we can use our expertise to work with you on developing not only quality content but also a content creation strategy that will distinguish your company's core value and help you stand out from the crowd. From assisting you with selecting the most relevant content type to delivering the content to right audience, Peerless Content Creation will have a direct impact on your ROI and business' lead generation and customer acquisition efforts.

### DRIVE PROFITABLE CUSTOMER ACTION AND RESULTS

**Brand Authority:** Thought leadership content that educates on the key benefits of your product/service.

**Audience Connection:** Valuable, relevant and consistent content to attract and retain your target audience.

**Engaging Creative and Unique Content Collateral:** Variety of content types that help to boost your brand awareness.

**Customer Conversions:** Develop content distribution strategy based on your target audience, goals and topic to drive ROI.

### MARKETS SERVED

- **Logistics management** • **Materials handling** • **Supply chain management** • **Manufacturing** • **IT**
- **Real estate** • **Banking** • **Healthcare**

### PCC SERVICES

**Editorial Content:** Our market-leading editors, writers, and industry experts deliver a highly professional, carefully researched, custom content product that speaks to your strengths and content goals.

**Creative Content:** Our in house design team will work with you to come up with innovative creative that enhances your content and engages your audience.

**Strategy Development:** We work with you to develop a content creation strategy that meets your organization's goals. We will help identify the appropriate topic, content type, and approach to help you become an industry thought leader to your audience.

**Promotion and Distribution:** Beyond your website and client lists, we can take you one step further. Peerless Media produces industry-leading brands in the supply chain, logistics and materials handling markets and can distribute your content to the right audience and attract new customers.

**Peerless Research Group:** An in-house research group leveraging market intelligence to make your content relevant and up-to-date.

***"White papers have generated qualified leads from interested shippers who have good fit and spend and genuine interest to learn more about PITT OHIO's services. White papers are one of our best sources for new shipper leads."*** —EVP/Chief Marketing Officer, PITT OHIO

# Thought Leadership and Market Education Opportunities

Unique, High Quality Content Designed to Engage

## MAKING THE CASE

“Making the Case” is an eight to 10 page testimonial written by our leading PCC editorial team that positions your technology, platform or service as an essential business solution. “Making the Case” addresses the decision makers’ pain points—ROI, real day-to-day benefits, and provides them with solid evidence to convince their company to invest.

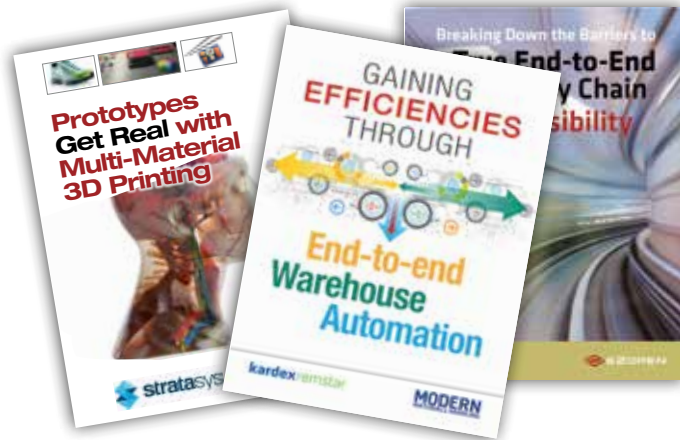
- Co-branded with our industry-leading publication.
- “Top 5 reasons why” type guide written to present the case to multiple levels of decision makers. Content infused with quotes and examples; references for where to go for more information.
- Leverage our leading audiences to drive leads—content designed to address titles of decision makers who purchase your products or services.
- Clients will receive and maintain ownership of all content.



## CUSTOM CONTENT DIGITAL ISSUES (CCDI)

Custom Content Digital Issues will help your company influence the market by delivering a unique digital magazine that focuses on the topic of your choice. PCC will write an original cover story, add additional relevant features that have appeared in past issues (selected by you) and create a digital issue, complete with a cover, artwork and table of contents. Additionally, you can feature your full-page ad(s), videos, audio, white papers, etc., which all link to your website.

PCC will also send your CCDI to your selected audience with a custom registration page to generate highly qualified leads.



## INFOGRAPHICS

A good infographic is worth a thousand words. Let us design a graphic visual representation of information, data or knowledge intended to present information quickly and clearly. Data visualization enables decision makers to see analytics presented visually in order to grasp difficult concepts or identify new patterns.

Perfect for how-to, research statistics, timelines and flow charts.



**“I have been an advocate for supporting multiple engagements with the PCC team for the past three years for one simple reason: They work! Honeywell is always looking for the development of well written and credible independent content that helps drive our digital marketing engine and PCC delivers.”** —Director, Supply Chain Marketing, Honeywell Safety & Productivity Solutions

# Thought Leadership and Market Education Opportunities

Unique, High Quality Content Designed to Engage

## Highly Effective Content Products



### WHITE PAPERS

PCC will work with you to put together a custom content piece on a topic that resonates with your audience. These thought leader pieces position your company as a leader in the field.

- Authoritative report or guide that informs readers about complex issues, strategy and business solutions positioning your company's products and services as a solution source.
- White papers are effective tools in helping your audience understand an issue, solve a problem or make a decision.



### CUSTOM NEWSLETTERS

Take custom content marketing to the next level. PCC will provide the content to match your industry focus and incorporate your marketing message into a branded Custom eNewsletter that can be deployed to you audience.



### ADVERTORIALS, ADVERTISEMENTS, BANNERS

- Editorial content for advertorials
- Design and creation services
- Online opportunities to engage prospects include eNewsletters and banner creation.
- Native Advertising/Sponsored Content

## LET PCC PROMOTE AND DISTRIBUTE YOUR CONTENT TO OUR QUALIFIED AUDIENCES

In addition to your client lists and prospects, PCC can distribute your custom content to targeted buyers of our media brands giving you access to the most influential buyers in your industry. Add a custom registration page that includes qualifying and buying intent questions giving your sales team actionable leads.

## Let us become part of your core team

Contact Laurel Peddie at [lpeddie@peerlessmedia.com](mailto:lpeddie@peerlessmedia.com) or call 508-663-1500 x234