Utilize Advanced Manufacturing Media’s host of platforms by promoting your educational and solutions-oriented content to our highly qualified audience of decision makers and manufacturing professionals. The perfect tool to drive targeted, qualified leads and generate trusted brand awareness.

Advanced Manufacturing Media’s integrated media platforms give our audience several options to capture information. Whether it’s a webinar or gated landing page, we have the tools to reach your targets.

How Does This Program Work?

- Advanced Manufacturing Media will create Lead Generation Sponsors a custom resource center on AdvancedManufacturing.org that will house all sponsor-provided content.
- We gate all sponsored content behind a registration form.
- AMM promotes this content via the platforms listed below.
- Potential leads will be able to access these assets in exchange for registration information.
- After a registration form is filled out, the lead can download these assets and the sponsor will receive the lead immediately, ready for your sales team to follow-up.

Advanced Manufacturing Media platforms include: our printed publications, Manufacturing Engineering and Smart Manufacturing magazines, our digital products, Advanced Manufacturing Now eNewsletter, AdvancedManufacturing.org website, our 250K+ email database and our social media presence on Twitter, Facebook and LinkedIn.

Guaranteed leads and deliverables are determined based on level of purchase.

**Guaranteed leads and deliverables are determined based on level of purchase.**

**GET STARTED!**

Contact an SME representative to get your custom program started. A lead generation program can be created and deployed with a signed agreement and delivery of creative.
**LEAD GENERATION**

**Traffic**

AdvancedManufacturing.org traffic is made up of manufacturing professionals across all industries and organizations. Our database is filled with hundreds of thousands of manufacturing professionals with multiple data points, including contact information, company name, interests within manufacturing, conference and tradeshows they’ve attended and more. With this data we segment our list into your core audience and begin targeting these potential customers with lead magnets to have them engage with your brand’s content.

**Lead Magnets**

We take your educational and solutions-oriented content and materials and use them to attract our users to your products. These lead magnets are hosted on your own branded microsite within AdvancedManufacturing.org in a custom storefront. We build individual landing pages for the lead magnets and market them to our users. When they opt into an offer, we capture that data and send it to your marketing pipeline.

**LEAD MAGNET EXAMPLES**

Whitepapers, eBooks, case studies, cheat sheets, checklists, infographics, guides, kits, original data and research, pre-recorded webinars

**Delivering Leads to Your Marketing Pipeline**

Leads are gathered and delivered in the mode you prefer. We can deliver our leads instantaneous to your API or database, send them directly to your email inbox, or you can pull the data with our custom dashboard. Our programs duration is also flexible to the velocity at which you want to receive leads.