



EM360 Media Kit 2021

Home to the Global Tech Community



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About Us



EM360 is a multimedia platform that delivers **tech news, opinion pieces,** and **educational content** to the global corporate and IT communities.

We create, promote, and **manage** marketing campaigns for our diverse and ever-growing client portfolio of enterprise technology companies.

In our **ten years of operation,** we have spearheaded campaigns for some of the top tech businesses in the world. Our expertise, commitment, and key relationships enable us to engineer a successful campaign that not only meets your marketing goals, but delivers beyond your expectations.

Our Community

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“Our team of dedicated analysts and thought leaders gauge their interests and align these with current trends to create highly targeted campaigns”



Our Community

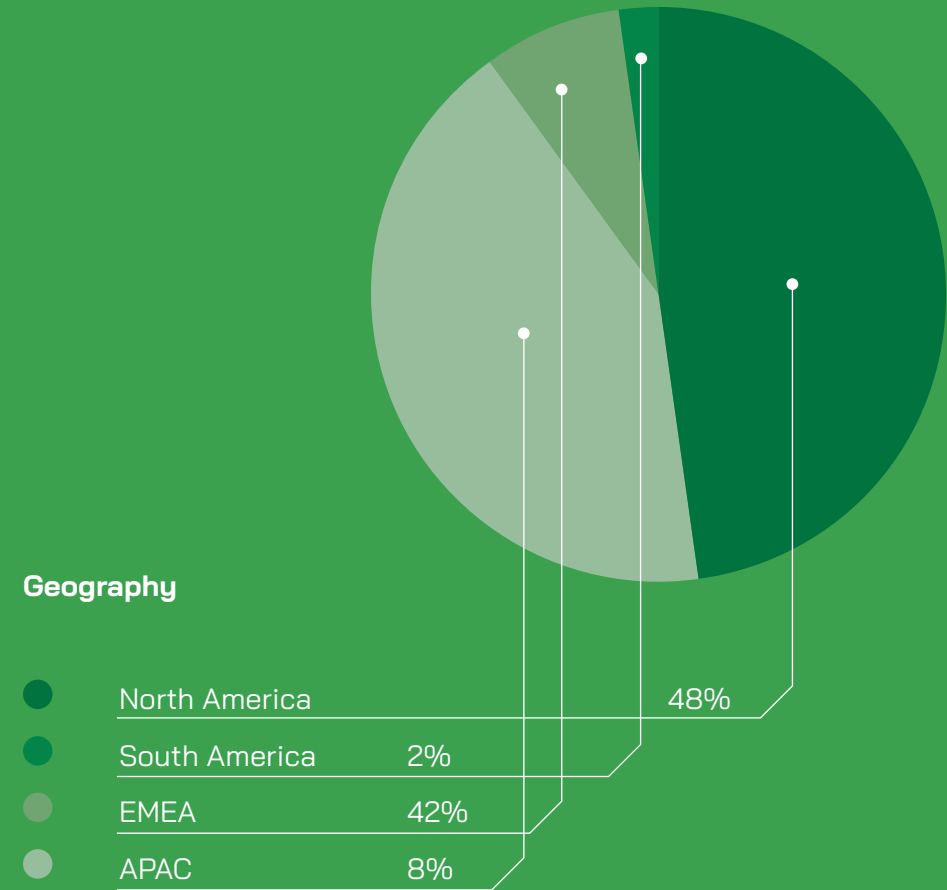
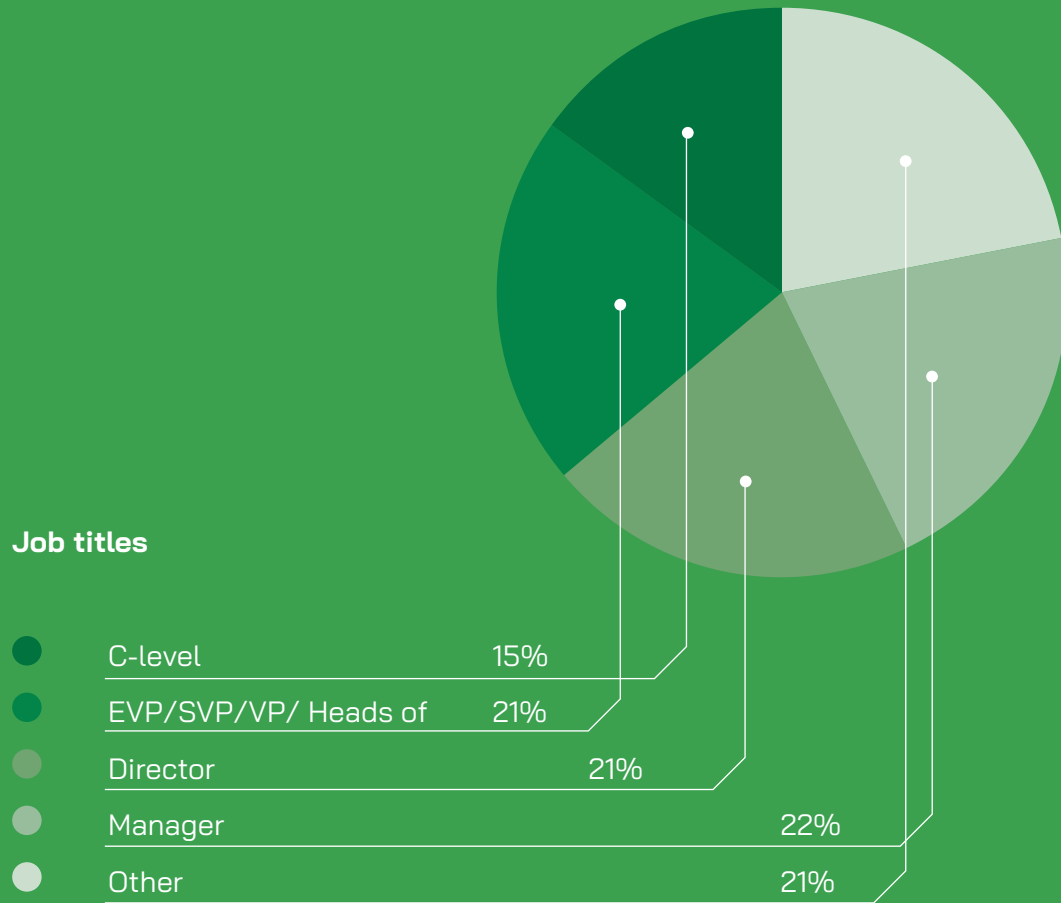


The EM360 community is built of the exact persona that you are appealing to. **Our team of dedicated analysts and thought leaders gauge their interests and align these with current trends to create highly targeted campaigns.**

Furthermore, we have deep insight into current market trends across the IT landscape. In turn, we can help you create hyper-relevant, topical content to distribute to members of our global usership who have previously demonstrated interest.

Our Community

TOTAL 621,384



Why Choose Us

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EM360 has been delivering engaging multimedia content to the right people at the right time for the last 10 years. Through our trusted, unrivalled expertise, we've told the stories of countless products and services, while educating the personas companies are targeting.

We provide an enjoyable experience for you to increase your brand awareness and demonstrate how your service could impact your audience's business. We are also fully transparent and reliable, delivering measurable results and highly targeted live, fully verified leads, always within the expected timeframe.

Our approach to creating customer demand is unique, but highly effective. As a result, we have numerous success stories and long-standing client partnerships to date.

To find out more, get in touch with:

David Argent - Client Director

Tel: +44 207 148 4150


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Content Creation

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“As well as creating your content, we distribute it to our network of CxO, business, and IT professionals, targeting them precisely depending on their personal interests”



Content Creation

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Your message, your preference. Whether you're wanting to communicate your product or mission, or if you'd simply like to raise brand awareness, **we can create content to help you achieve these goals.**

We understand that every campaign is different, so each one is given our undivided attention. Our experienced and dynamic team of in-house editors and writers are ready to plan, manage, and launch your campaign from start to finish, promising high-quality content, professionalism, and flawless communication throughout. If you are unsure which formats best suit your campaign, speak with one of our Business Development Executives for a free consultation to get you started.

As well as creating your content, we distribute it to our network of CxO, business, and IT professionals, targeting them precisely depending on their personal interests. Through our well-established contact channels, we can champion your assets to ensure they reach relevant leaders across the globe.



Podcasts

Podcasts have transformed the way that people consume their information. Today, **people can listen and learn at any time, anywhere.** For our community of time-starved professionals in particular, podcasts present a convenient and uninterrupted way for them to hear about relevant products and services or to enjoy a discussion on any one of tech's hot topics. We have created countless educational, insightful, and entertaining podcasts for our clients that are then distributed to our wider network – **so why not try it out for yourself?**

To get you started, we will schedule a consultation call with you to ensure your messages are **encapsulated into one powerful podcast.** The podcast discussion will be in a question and answer format with an Editor or Analyst, depending on your preference.

The podcast recording is conducted remotely and will take no longer than an hour of your speakers' time. **All your speaker will need is a microphone, headphones, and a quiet location.**

We can work towards your availability to organise a recording date, and you will receive the questions ahead of this to allow ample opportunity for preparation. You will also have a chance to review the podcast before it is published.

Once the podcast goes live on em360tech.com, it will also feature in one of our newsletters and will be circulated on our social media channels.

If you're curious to find out more, get in touch with:

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See examples of podcasts we have created before:

-  **TrueCue and Microsoft: The Strategic Power of Data Warehousing and People Analytics**
-  **Monday.com: A Closer Look at Remote Working**
-  **Couchbase: Transforming Enterprise Application through NoSQL**
-  **Looker: The Evolution of Gaming and the Role Data Plays**
-  **Darktrace: The Rapid Changes in Cybersecurity Due to Advanced AI**





Videos

By nature, humans are attracted to sound and visuals, making video a highly effective way to communicate. From presenters to script writers and video editors, EM360 has the in-house experience you need to **create a video you can't wait to share.**

We deliver high-quality, engaging visual content for you to entice new customers, fortify existing relationships, attract new talent, and much more. Webcam interviews, face-to-face interviews, event coverage, even an entire video series – whatever your need, we will cater to it.

Our team takes your goals and target audience into consideration before designing a stunning, professional video that meets these needs. We take care of the visuals, audio, graphics, and landing page, and are happy to welcome any material you provide us with.

Above all, we ensure that the video experience is enjoyable for all. Our team is always eager and raring to go, and we love when our clients have fun with it too.








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See examples of videos we have created before:

-  **Looker: Understanding New Retail Insights**
-  **Neets: Balancing Simplicity and Pro-Functionality with AV at ISE 2020**
-  **Sony Professional: Showcasing TEOS Manage 2.2 at ISE 2020**
-  **Revolut: Machine Learning and Fraud Detection**
-  **Tech Chat Hits the Road: Safeguarding the Future – Infosec Europe 2019**
-  **Tech Chat Hits the Road: Cloud Security Expo**
-  **Tech Chat Episode 56: Content Management and the Hubspot CMS Hub**










Whitepapers

Whitepapers are an **authoritative** way to drive leads and influence readers.

However, they don't typically scream 'excitement', which got us thinking: there simply had to be a better way to deliver reports and insights without the humdrum. That's why we love interactive whitepapers, as these go beyond a simple file of information.

See examples of whitepapers we have created and hosted before:

-  **Dataiku - Retail Analytics**
-  **TIBCO - Smart Manufacturing**
-  **TIBCO - Insurance Interactive Whitepaper**
-  **SAS - Analytics Is The Crux Of Success, But Not Any Analytics**
-  **Digital Realty - Three Critical Components of Future-Proof IT Strategy**

While interactive whitepapers are far **more aesthetically engaging**, there are still many other benefits to reap. For example:

- We can embed custom qualifying questions and polls into the content and capture the results in the backend
- Standard whitepapers in PDF format are not indexed by search engines. Interactive whitepapers, however, can be picked up in a web search
- Interactive whitepapers display better across different devices
- The content can be gated with predefined fields
- Users can enjoy interactivity and movement, rather than a static experience

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Content Syndication and Demand Generation

As well as creating the content for you, we can push your content in batches to your exact target audience via the EM360 platform, targeted email communications and social media push. We design our email templates to best entice the recipient to engage with and view the hosted content. Once distributed via email and social media blasts, you will receive nurtured engagements and be notified of those who have engaged with your assets through this process.

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Content Syndication

Our educational and engaging content is complemented by client-supporting collateral. Through multiple touchpoints and channels, we make sure that your message and brand **reach the executives within your target audience** for your sales teams to engage with.

2

Internal Qualification

EM360 agents qualify each engagement to ensure each lead is compliant, matches your target audience, and agrees to receive further information. An email will then be sent to the lead introducing your salesperson.

3

Lead Delivery


After going through quality control, **highly targeted and fully verified leads** are sent to you via a CSV file.

These are the initial steps of the demand generation process. Ultimately, it will lead to the generation of MQLs and AMQLs. For further information on our demand generation process, head on over to our [Contact Us](#) page.

Media and Event Partnerships

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“We believe in more than just the on-the-day buzz. We like to help event organisers gain momentum through a social media-driven buildup”



Media and Event Partnerships

There's nothing quite like the buzz of a tech event. Conferences, expos, and summits alike offer us a glimpse of the future of the enterprise as companies large and small get together to learn and exhibit their innovations. However, **we believe in more than just the on-the-day buzz. We help event organisers gain momentum through a social media-driven buildup.**

We seek mutually beneficial agreements where we can disseminate your content through various platforms. You have the option of three different packages which encompass different methods of exposure to our wider network.

Standard Package 	Premium Package 	Enterprise Package 
<ul style="list-style-type: none">2 x Social Media Posts (leading up to event)1x Ask the Expert Shout-Out1 x Newsletter Mention	<ul style="list-style-type: none">2 x Social Media Posts (leading up to event)1x Ask the Expert Shout-Out1 x Newsletter Mention1 x Article/Blog Dissemination	<ul style="list-style-type: none">Video Coverage2 x Social Media Posts (leading up to event)Multiple Social Media Posts (on day of event)1x Ask the Expert Shout-Out1 x Newsletter Mention1 x Article/Blog Dissemination

At EM360, we embrace all areas of enterprise technology, from artificial intelligence to cybersecurity, data management, unified communications, and business agility..

Standard Package

Premium Package

Enterprise Package

Each package will include two social media posts to be distributed to our network on Twitter and LinkedIn. As well as this, each event will be advertised in an Ask the Expert podcast episode, a weekly series hosted on the EM360 platform, Apple Podcasts, and Spotify. IT professionals worldwide tune in weekly to enjoy exclusive interviews with leading industry experts on current hot topics around enterprise tech. Ask the Expert shout-outs involve our presenter giving an introduction to your event, followed by a call to action to the audience.

In addition to offering exposure through our weekly newsletter, you can reach an even wider audience by purchasing dedicated email blasts for your event. [Our email communications are a fantastic way to bolster exposure, reaching over 600,000 people across various tech sectors globally.](#) Alternatively, if you would like to target a specific region with your emails, we can do so too.

We also offer video coverage as part of our Enterprise Package. Typically, a presenter and videographer will attend the event to conduct interviews and showcase the buzz and atmosphere. By using only two members of our team, we can operate in a way that causes minimal disruption like a full camera crew might. Previously, we have created many insightful, exciting videos boasting the happenings of events across a range of topics.

Here are some of the events we have partnered with previously →



What we ask of media partners

The event partnership process is quick and simple. Our team will simply draw up a contract and send it to yours, before both parties agree on a schedule for deliverables.

Standard Package	Premium Package	Enterprise Package
<p>2 x Social Media Posts (leading up to event)</p> <p>Inclusion of EM360 Logo, Link and Bio on Event Website & Promotional Materials</p> <p>1x Newsletter Mention</p>	<p>2 x Social Media Posts (leading up to event)</p> <p>Inclusion of EM360 Logo, Link and Bio on Event Website & Promotional Materials</p> <p>1x Newsletter Mention</p> <p>Personalised Discount Code</p>	<p>2 x Social Media Posts (leading up to event)</p> <p>Inclusion of EM360 Logo, Link and Bio on Event Website & Promotional Materials</p> <p>1x Newsletter Mention</p> <p>Personalised Discount Code</p> <p>3x Press Passes</p>

To find out more, contact our Media Partnership Manager:

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