

# environments for aging



## Lead Generation Opportunities

**Every business requires a consistent flow of high-quality leads to maintain a productive sales pipeline.** *Environments for Aging's* content marketing programs are a great way to generate these leads. We'll offer your prospects a download that addresses a key business need, educates them, and inspires them to want to hear more. They'll trade their contact information in exchange for these insights and we'll qualify the leads you receive based on your target.

We can help get your content out to our engaged audiences as part of a lead generation program. Whether you have a whitepaper, research report, industry guide, eBook, video, or other resource, we can help turn your content into prospects. Our content team can also work with you to create custom content for us to syndicate and for you to use for your other marketing programs.

Our leads are delivered on a cost per lead (CPL) basis. We commit to provide the number of leads that you purchase at that set price. As part of this promise, we will implement a variety of promotional programs including:



**Dedicated emails to our database**



**Organic social media posts by our industry influencers**



**Paid social media ads targeting our audience**



**Promotions on our website**

**Leads will be delivered on a weekly basis to ensure their recency and to give your sales team new targets in their pipeline.**

### Tier 1

PRICE

**\$60 CPL**

Leads are members of the target brand audience

### Tier 2

PRICE

**\$85 CPL**

1. Add targeting based on job title, industry segment, location, etc.
2. Video used as the content piece

### Tier 3

PRICE

**\$110 CPL**

1. Three levels of targeting (e.g. job title PLUS location)
2. ABM campaign



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