

Connect

Meetings Market Content Activation

Content activation is the proactive distribution of content across the ever-changing landscape of paid, owned and earned channels. By tapping into Connect's proprietary database and community of meeting professionals across association, corporate, expo, specialty, sports and faith-based markets, we bring your brand a unique competitive advantage.

- **Guaranteed Qualified Traffic**

The Connect website targets meeting professionals. Connect will use its proprietary database and marketing tools to engage meeting professionals and drive them to content on the client's website with guaranteed clicks.

- **Retargeting From Connect Websites and Database**

Traffic is driven to client's site by retargeting from Connect websites, Facebook pages and email lists.

- **Increase Organic Search Traffic**

The client's content will live on their website for an infinite amount of time and can be shared with their partners, increasing link strategies, engagement and conversations. Content will drive organic search traffic throughout the year and helps to increase top-of-fold placement with integration of SEO-rich keywords and time on page that is 2-3x higher than site average.

- **Custom Content Article**

Custom content article that will engage and convey the goals of the destination are written by our team of award-winning editors, bloggers and social media experts. Client has final approval on all copy posted to their website.

- **Synergy Across Platforms**

The client's article is written as evergreen in long-story format. Each snippet can be repurposed in their social media channels and e-newsletters, providing efficiency and synergy across platforms and channels.

- **Campaigns:** \$7,500 for 500 clicks
\$10,000 for 1,000 clicks
\$15,000 for 2,000 clicks
\$20,000 for 4,000 clicks

For inquiries, contact Vice President of Sales Matt Johnson at mjohnson@connectmeetings.com or 678-987-9925, or your region's director of sales.

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