

Safety | NewsAlert

Powered by  SuccessFuel

Media Kit 2023

Lead Generation

Content Marketing

Custom Solutions



Safety|NewsAlert

SafetyNewsAlert.com keeps safety professionals up to date on the latest OSHA news and regulations, delivers effective safety training ideas, seasoned perspective and analysis of workers' comp cases and injury cases from other companies all to help you keep your people safe and productive.

BRAND PROFILE

20,000+
Monthly Visitors

258,000+
Marketable Prospects

49,000+
Subscribers

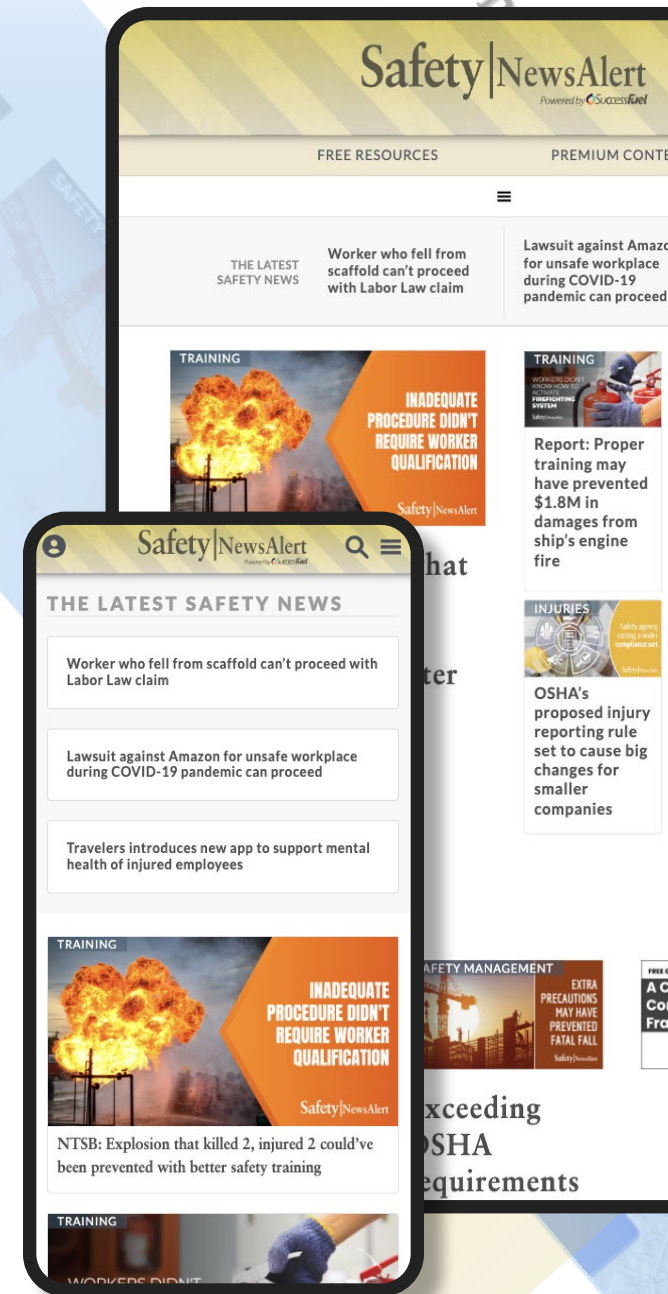
Featured Titles:

- Vice President Safety and Health
- Safety Director
- Corporate Safety Manager
- EHS Manager
- Safety Training Manager
- Facility Manager
- Risk Manager

“We’ve landed at least one customer from most every campaign”

“In the last 12 months, we partnered with *Safety News Alert* for 5 campaigns including both content syndication lead gen and webinars. I’ve generally been very happy with the leads we’ve gotten. The most recent webinar in particular was very successful for us and we’ve landed at least one customer from most every campaign we’ve done so far.”

*John-Paul Dull, Marketing Manager
Vector Solutions*



B2B Marketing Services that *Fuel Growth*

You need leads, pipeline and demand for
your products and services.

We've got the audience, data, and marketing expertise
to **deliver the goods.**

Explore Our Services

- 🔗 Webinar Programs
- 🔗 Digital Content Syndication
- 🔗 Conversation Qualified Leads
- 🔗 In-Market & Intent Leads
- 🔗 Email Marketing Services
- 🔗 Content Creation Services

Webinar Programs

Get hundreds of leads, brand awareness, and engaged webinar attendees **primed to hear your pitch** in the next 45-60 days.

Two Types of Webinar Programs

Custom Turnkey

We'll partner with you to plan, develop, promote and produce custom, turnkey webinars. Our **experienced webinar team** will ideate topics, source presenters and outline content. Our marketing team will ensure your event **generates hundreds of leads**.

Simulated Live

Unlock the value from your webinar library with our **unique simulated live strategy, data gathering, and appointment settings**. This strategy **triples response** and boasts **30%-50% attendance**.

Webinar Benefits

- Lead volume guarantee
- Registration, attendee and engagement reporting
- Promotions to hundreds of thousands of target prospects
- Your branding in promotions, on landing page, on webinar slides, and moderator messaging at the beginning and end of the event
- Conversion-optimized webinar landing page and direct-response messaging
- Ability to poll the audience
- Dedicated client success specialist
- Sales intelligence question on the registration form to support sales follow up
- Solution slide at the end of the event that gives a overview of how the client helps the audience, tailored the webinar topic
- Optional:* Post-webinar custom content created by our editorial team

Digital Content Syndication Programs

Turn your vast content library into a marketing qualified lead (MQL) generating machine that **builds your mid and long term sales pipeline.**

Tap into our 1.3 million total addressable market

Our diverse database contains 1.3 million B2B prospects. You can target more than 55 different audience segments across 45 industries.

Exclusive targeting on our trusted industry brands

HRMorning, CFO Daily News, Safety News Alert, and several other owned B2B brands in our portfolio position your content as thought leadership for our engaged audiences.

Multiple lead acquisition tactics

Direct marketing email campaigns, native inclusion in editorial newsletters, on-site conversion-optimized offer placements, and AI-powered personalization and targeting gets your content to the right people, at the right time.

Dedicated campaign optimization team

Your dedicated client success manager will work with our marketing campaigns team to ensure your content syndication program achieves your goals. Guaranteed.

Content Syndication Benefits

- Lead volume guarantee
- Target your ideal customer profile, purchase influencers and new market expansion opportunities based on your goals
- Promote multiple campaign content assets
- Direct marketing and on-site promotions
- Conversion-optimized landing pages
- Flexible and fast lead delivery methods (*direct posting recommended*)
- Dedicated client success manager
- Expert marketing campaign team

Email Marketing Services

Promote your brand, events, products and content leveraging the most effective marketing channel and our **49,000 monthly subscribers.**

Two Types of Email Marketing Programs

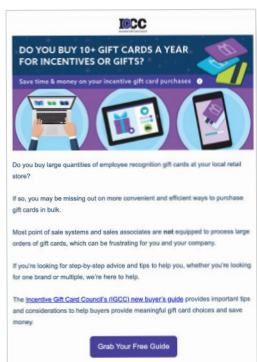
Special Edition Newsletters



These ready-made email campaigns combine the trust and engagement of our editorial email newsletter template, your authoritative content and lead magnets natively integrated, plus attention grabbing banner ads to generate quality traffic to our website.

- Promotion to our **entire newsletter audience**
- **Featured editorial article** on a topic based on our editorial calendar
- **Two Display Ads** (300x250, 300x600, 300x50, or 600x600)
- **Three Lead Magnets** (ebooks, whitepapers, case studies, text ad)
- **Exclusive placements** available every week

Custom Email Blasts



We can take your existing email creative (or help you create something new) — and deploy high impact email marketing campaigns that drive traffic to your offers.

- **Pinpoint targeting** - We build a custom, segmented email audience based on your target profile.
- **Creative flexibility** – Use your existing email templates or partner with our marketing and creative team to craft something new.
- **Measurable results** – Get detailed post-campaign reporting. And, our client success and marketing team will provide feedback on how we can make subsequent deployments even more effective.

B2B Content Creation Services

Our in-house editorial team are industry experts.

They have been speaking to business professionals, researching B2B markets, producing need-to-know premium paid content, as well as writing for our digital media properties *for more than 35 years*.

Types of Content We Can Create For You

Whitepapers/Ebooks



Expertly crafted by our experienced industry writer.

Typically ranging from 4-12 pages, these narratives target pain points, provide commercial insights, and primes your ideal prospect for your sales outreach.

Content Creation Benefits

- 🔹 Dedicated client success manager
- 🔹 Full service, end-to-end project management
- 🔹 100% ownership of the final asset
- 🔹 Experienced editor adept at B2B content creation
- 🔹 Custom, professional design that's on brand
- 🔹 *Optional: Multi-channel content syndication program*

Infographics



Entertaining, informative, and share-worthy — our infographics designed as linkable assets for your SEO strategy, present fact-based arguments to persuade your audience to take action, or visually demonstrate the features and benefits of your product or service.

B2B Content Creation Services

Continued

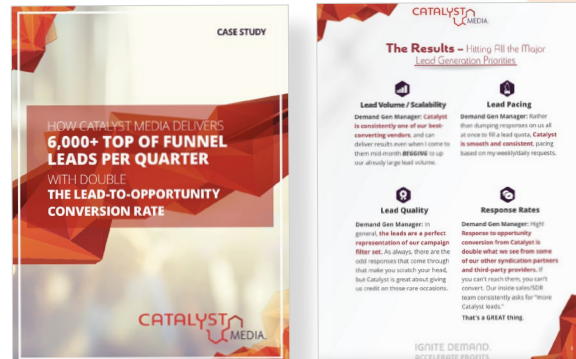
Articles



If you're looking to expand your blog, start a content marketing program, or promote your message on our trusted websites, our editorial team can build your authority through educational stories. Typically ranging from 500-1000 words, the articles we produce will connect your brand with new audiences and earn positive sentiment for your company.



Case Studies



Let us help you create case studies that sell. Our editorial team are adept at interviewing business professionals of all levels and job functions, and finding the story worth telling.

Original Research

Want to understand your target audience preferences? Or, uncover valuable insights to help you build a content marketing campaign? Our team will work with you to ideate, design and conduct an industry survey that generates 1st party research findings. We'll then create any number of derivative content assets (research report, articles, infographics, and more) based on your strategy and needs.

You'll Be In Good Company

Safety News Alert Partnerships





Get in touch

We can't wait to craft a pipeline-building
demand gen program for you.

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