

## WEBINARS

### What is a Webinar?

- Webinars are the most cost effective way to capture high quality sales leads
- A Webinar allows you to deliver valuable information to an online audience
- A Webinar can include polling and stimulating live question & answer sessions allowing full participation between the audience and the presenters
- An audio Webinar has the benefit that presenters do not have to leave their offices
- A [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) webinar will guarantee to deliver a minimum of **250 sales leads**

**The Webinar Advantage:** Companies traditionally commit large budgets to trade shows through set up costs, travel budgets and lost productivity with people being away from the office, and all with no guarantee of a significant return on investment.

A Webinar hosted on [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) will guarantee to deliver a minimum of **250 qualified sales leads**, and whether you provide the speakers or are sponsoring an expert panel, with an audio webinar nobody need travel, so we are also helping the environment.

### Partnering with [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) what are the benefits?

- Partnering with [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) adds credibility to your event and ensures that you will maximize the number of sales leads generated
- As well as the main benefit; the sales lead generated; the build up and post event marketing promotion that we do on your behalf provides a superior platform for **brand exposure**
- We can host an event where we deliver all the speakers to a topic of your choice – or you can provide your own speakers, or a combination of the two
- We project management the entire event; all you do is supply speakers, a brief profile on them, the presentation with slides, a brief outline of the topic, lead scoring questions (see below).
- The Editor of Renewable Energy Focus will also add value as the mediator of your event
- An extensive 15 week promotional campaign pre and post the live event is included in the cost. This consists of banners, promotion in our enewsletter, a one off dedicated email blast promoting the live event, a follow up email blast to all sign-ups who did not attend the live event. On-going promotion until the recorded event is removed from the site
- The live event can be listened to anywhere in the world, and the recorded event is available for **three months**, continue to generate sales leads
- All leads generated will be sent to you within five working days of the live event + on-going every 1-2 weeks until the event is taken off the site
- At the end of the three months it is possible to extend the run for another three or six months – if this is done a further round of promotion will be undertaken to ensure more sales leads are generated

### What is a Lead Scoring Question?

Within the sign-up form that delegates complete to attend your Webinar we provide you with the opportunity to ask up to 10 key question (this is on top of the standard name address etc). Our system analyses the delegates answers and when we send you the leads after the live event the report will prioritize the best leads so that they can be given the immediate attention of your sales team.

## **Webinar Rates & Sponsorship Opportunities**

- Audio Webinar: Total Cost (1x) = \$15,000 Net
- Video Webinar: Total Cost (1x) = \$25,000 Net

# **Renewable Energy Focus**

## **White-Paper/Downloads**

Did you know; the White-Papers and other useful Market Information which you have spent time and money generating could be delivering new sales leads to your business!

### **How?**

We will place your report in the Downloads section of [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) and anyone wishing to access the material must complete our easy-to-use registration form which collects up to five pieces of demographic information. We then pass on the list of qualified sales leads to you.

### **How much will it cost?**

Basic Download Package is **\$2,000 Net**

- Your White-Paper will feature on [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) for 1 month
- Accessed from the home page
- Your White-Paper will be placed on a unique page within the download section and will include an intro to the White-Paper, Company Logo and Company information
- Live web links to your website
- The White-Paper will be promoted in our regular weekly e-news for the month
- Every week during the campaign we will send you the qualified sales leads and an on-going report of the total number of leads generated

For an extra **\$2500 Net**

- The White-Paper will be promoted in a one off unique email blast to all e-news readers – this will increase the volume of sales leads by at least 100%. This email blast is also an excellent brand building opportunity and can feature additional information about your Company and its products or services. Emails delivered by **Renewable Energy Focus** achieve no less than a 20% open rate; far higher than you would be likely to achieve if you undertook a similar activity.

For a special all inclusive price of **\$3,750.00 Net** you get all the above

Extra value deal – If you repeat the campaign for a 2<sup>nd</sup> month you will get all the above X2 for **\$5,000 Net**

## Renewable Energy Focus

### E-newsletter and E-REVIEW Plus

Email Marketing is now widely accepted as one of the most cost effective forms of marketing and has almost completely replaced direct mail which is very expensive and delivers low response.

#### Renewable Energy Focus Weekly E-newsletter (database 25,000+)

E-newsletters offer one of the most cost effective forms of online marketing. With our solutions you are guaranteed to get great exposure and higher click through rates than you would if you were running your own email campaigns.

Our weekly e-newsletter is sent to a requested list of 25,000+ individuals and has an impressive average open rate of 22%.

A sponsors message or banner will generate an impressive number of click-thrus for you during your campaign.

We recommend a text message rather than a banner as click rates are generally 20-30% higher.

As a bonus; sponsors get a button banner which appears on the right hand of the enewsletter

Campaigns start from as little as \$605 for one month

#### E-review Plus/Email Blasts

If you prefer to send out an email exclusively promoting your business; then partner with us on a dual branded email blast which will achieve the same high open rates as our e-newsletter.

#### **We have two options**

1. We can tailor a list according to your requirements from our total qualified database, which is in excess of 100,000 names. We can select by country, job title, industry sector and size of company. This service is offered at \$450 per 1,000 email addresses with a minimum charge of \$900
2. You also have the option of sending your exclusive message to our weekly e-newsletter list for \$3,500 Net.

**Improve your click thru's by taking up our special offer:** By sending the same email a week after the first we generally achieve an additional 10% open rate and a further increase in the volume of click thru's

**For this service you pay just 50% of the original charge.**

#### **What do I need to do?**

For a standard enewsletter sponsorship - provide 35 words and the URL you want us to link to

Bonus button banner - dimension is 150 pixels wide x 100 deep – file size not to exceed 30kb

For E-Review - All you have to do is provide up to 1,000 words, a maximum of 3 images and 5 URL's and we take care of the editing and layout.

#### **Reports on the effectiveness of your campaign**

Whichever option you decide upon we will provide regular reports of open rates and click thru's in a simple easy to read format so that you can measure the effectiveness of the campaign and the return on investment.

# **Renewable Energy Focus**

## **Podcast**

What is a Podcast?

A Podcast is a digital recording made available on the Internet – it is an ideal way to promote a new product or service and to highlight your company's technical expertise. Like all other forms of e-media a Podcast delivers measurable results and a clear return on investment which is so crucial in these challenging trading conditions.

What will a [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) Podcast do for my business?

[www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) Podcast will **generate high numbers of sales leads** and is an easy way to communicate information about your company in a clear simple manner.

When recording a podcast on [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) it will be promoted to our site visitors and via our e-newsletter. Our Podcast also allows you to deliver a PowerPoint presentation to further enhance your message.

How much will it cost?

### **Basic Podcast is \$1,200 Net**

- Your Podcast will be feature on [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) for 3 months
- Accessed from our home page for one month
- Live web links to your website
- At the end of the campaign a report will be sent advising the number of people who listened to your Podcast

### **For an extra \$500 Net**

- A lead capture form is placed ahead of the Podcast. Listeners are required to provide 5 pieces of demographic information (Name, Company, Job title, Email address, Company Activity) before gaining access to the Podcast - Leads are forwarded to you on a weekly basis

### **For an extra \$400 Net**

- The Podcast will be promoted in our regular enewsletter for one month

### **For a special all inclusive price of \$2,000.00 Net you get all the above**

Voiceover service

- If you prefer to have your Podcast delivered by a professional voice artist we can arrange this. Cost will be quoted on an individual basis depending on the length of your recording and work that may be required on the script.

We can also provide a free voice service via one of our experienced in-house team; again a small charge may be required if the script needs work

# Renewable Energy Focus

## Sponsored Feature

We were very pleased to be able to include your feature in an issue of Renewable Energy Focus.

Why not have that feature carry on working for you for the next year by upgrading it to a **Sponsored Feature** online? This will raise your Company profile and highlight your Company expertise to our website visitors.

### For just \$925 Net

- Your feature will be live for **12 months**
- Accessed from the home page for one month
- A brief company intro will be placed at top of feature
- You receive a **Large rectangle banner** placed alongside the feature – considered by online media experts as the most effective banner format
- Live web links are added where the Company name is mentioned
- The feature is promoted in our regular enewsletter for one month
- Placed in the relevant market section on the site
- Live at [www.renewableenergyfocus.com](http://www.renewableenergyfocus.com) for a year
- Link from your site to ours “as featured in World Pumps”

Example: <http://www.reinforcedplastics.com/view/738/composites-in-europe/>