

Interference Technology Europe

2010 Marketing Plan

Countries

- United Kingdom
- France
- Germany
- Italy
- Spain

Marketing Goals

- Regular announcements made during course of publication development.
- Create 20 solid Ad leads immediately following announcement and 40 before sales closing date.
- Double the number of existing subscribers in each key European country by distribution date
- Measure awareness and ROI
- Create plan to increase visibility in year one (pre and post launch)
- Create Media Kit (work with Kate & Sarah)

Lead Gen Plan

- Website
- US Publications
- Email Blast Campaign
- Social Media Campaign
- List Promotion
- Tradeshow/Exhibitor organizers
- Referral Program

Website Promotions

Use interferencetechnology.com to promote EU Launch

- Create countdown to distribution date on the website.
- Create a banner ad that when clicked directs them to information page on EU publication This page will include:
 - How to advertise
 - **Add to specific areas of website: Contact us and Media Kits sections
 - How to refer a company
 - How to refer a subscriber
- Add to calendar section of website

ITEM Publications promotions

- Include announcement of EU publication in US, Chinese and Japanese publications.

Email Blast Campaign

- Create two different email content. Contains announcement of EU publication launch, special offers and incentives.
- Advertisers
 - Special offer promotion to advertise in European publication
 - Tiered incentives if they refer a European reseller or vendor
 - Call to Action is referral
- Subscribers
 - Creating awareness of UK publication
 - US Subscribers can subscribe to UK publication for small fee (long term plan?)
 - Incentive offer to refer EU engineers

Social Media Campaign

- Create Ning - use as a venue to promote interferencetechnology.com and the new EU publication
- Twitter
 - Use twitter to build a social network of engineers (subscribers) and advertisers
 - Username: `itechnologycom`
 - Password: `Kilshaw70`

List Promotion

- Promote to list of companies created by Karen
- Content will vary from earlier discussed email blast campaign
- Content will:
 - Introduce Europe EMC Guide
 - Include special offer to advertise
 - Include snapshot of subscribers
 - Include link to US website and online publication (cross promotion)

Tradeshaw/Event Organizers

- Personalized emails sent to all EU tradeshaw hosts (such as EMV)
 - These emails will be different from those sent to their exhibitors
- Email content informs event vendors of the new Europe EMC guide
- Content encourages advertising in the guide by including sample of subscribers in email
- Long term: Barter ad space in exchange for tradeshaw booth

Referral Program

- What is it?
 - A way to receive new leads from current advertisers and/or subscribers
- How does it work?
 - Create a forward to a friend link that includes a form that gives the current customer a chance to complete the prospect details or forward the link if they cant.
 - Banner for advertisers: “Know someone who would want to advertise in the EU publication?”
 - Banner for subscribers: “Think you know someone who would find this publication useful?”
- Benefits to advertiser
 - Create tiered incentives based on number of referrals
 - Incentives could include more ad space in publication, ad in e-newsletter
 - Parameters will be set: Referred prospect **must** purchase AD space and **must** be a new customer for ITEM (has never been reached by ITEM)
- Benefits to ITEM
 - Increase subscribe list for Product Mall
 - Revenue growth from new leads

Activity Dates

- TBA pending other project timelines

Pricing

| Ad Size | 1 st Country | 2 nd Country | 3 rd Country |
|-----------|-------------------------|-------------------------|-------------------------|
| 1 page | \$4,995 | \$3,995 | \$1,995 |
| 2 pages + | \$7,995 | \$5,995 | \$3,595 |
| ½ page | \$3,995 | \$2,995 | \$1,595 |
| ¼ page | \$2,495 | \$1,995 | \$995 |

Premium Positions:

| | |
|---------------------------|---------|
| Back Cover | \$6,895 |
| Inside Front Cover/Page 1 | \$6,195 |
| Page 1 of Country | \$5,795 |
| Page 3, 5, 7, etc | \$4,995 |
| Inside Back Cover | \$5,395 |

Consultant Directory Listings:

- Country 1 - \$495
- Country 2 - \$445
- Country 3 - \$395