



TechKnow.Online



TechKnow.Online is an independent news and views e-newsletter, website and social newsfeed, and is a fundamental element of CPB's integrated digital services and marketing automation offering.

How Does TechKnow.Online Work?

TechKnow.Online offers independent news and views on the IT industry, keeping its 120,000 followers up to date with all the best bits, bytes and announcements in the IT world. The TechKnow.Online e-newsletter is published once a fortnight and its social presence delivers over 50 posts per week.

Managed by CPB, TechKnow.Online carries a wide range of articles on the IT industry. We track click throughs from the e-newsletter and website, assessing interest in particular technologies, and automatically drip-feed warm opportunities into client campaigns.

Its real benefit as a prospecting tool is that it offers a unique "value add" to CPB's clients by providing an additional route to promote their services and solutions together with a supplementary method of assessing potential interest.

How TechKnow.Online Capitalises on Marketing Automation

CPB selects news stories from a number of feeds to feature in the TechKnow.Online website, e-newsletter and social messaging, based upon the focus of client campaigns.



Using intelligent marketing automation software, CPB assesses levels of interest and, where appropriate, further qualifies this interest through its team of experienced telemarketers.

Should clients wish to further enhance a campaign or reinforce their brand, TechKnow.Online offers a direct presence with prime advertising space available in both the e-newsletter and on the website. IT suppliers are able to use this as a standalone service to springboard product launches, initiatives and event promotion.

CPB's Digital Advertising Collateral and Additional Monitoring

If a client email, social campaign or landing page is part of an integrated lead generation campaign, any feedback, engagement or responses are automatically fed directly into our telemarketing team for further qualification.

As well as TechKnow.Online, CPB uses a range of traditional and innovative automated digital techniques to ensure each campaign reaches its full potential. We utilise the intelligence in ProspectaBase as well as tapping into web and social media, particularly prospecting on LinkedIn.



CPB UK Ltd, Nortec House, 12 North Bar, Banbury, OXON, OX16 0TB
t: 01295 263 410
e: info@cpbuk.co.uk
w: www.cpbuk.co.uk



Sponsored Editorial and Advertising



Engaging TechKnow.Online

TechKnow.Online plays a big part in CPB's demand generation offering. However, it is also available as a stand alone service for clients to sponsor editorials or take advertising space. Either option allows you to promote your product, service or solution to TechKnow.Online's mass audience.



Enewsletter

TechKnow.Buzz is TechKnow.Online's newsletter. Published once a fortnight to 120,000 followers, it contains topical news stories and announcements from the IT world.



Website

TechKnow.Online's website is regularly updated with the latest IT news, events and announcements and is where the majority of the traffic from the newsletter and the social newsfeed is directed to.



Social Media

TechKnow.online posts over 21 bite-size news updates every day across 3 social channels. These newsfeeds are routed back to the website, generating traffic and interactions.

Sponsored Editorial*

A news story dedicated to a client where any engagement from the article will be referred only to that client.

Includes:

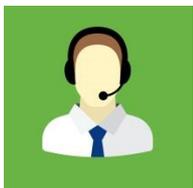
- Dedicated editorial on TechKnow.Buzz newsletter
- 1 fortnightly email dispatch to an audience of 120,000 followers
- 4 social media message blasts over 2 weeks
- Dedicated editorial on TechKnow.Online website (minimum duration of 2 weeks)
- A detailed report, including the contact detail and intelligence we hold within our database, against all of your campaign activities

*The copy relating to the editorial, as well as any landing pages are supplied by the client.

Advertising Space

Both the TechKnow.Online website and the TechKnow.Buzz newsletter have designated advertising real estate. These adverts will be included in a number of newsletter dispatches and remain on the TechKnow.Online website for an agreed period of time. The adverts will usually contain a direct link to a client's landing page or website.

CPB; causing people to buy using a proven combination of traditional and current marketing methodology.



CPB UK Ltd, Nortec House, 12 North Bar, Banbury, OXON, OX16 OTB
t: 01295 263 410
e: infocpb@cpbuk.co.uk
w: www.cpbuk.co.uk