

BABCOX INNOVATION GROUP



CONTENT, STRATEGY & SOLUTIONS

DATA & AUDIENCE ACCESS

CONTENT MARKETING

TURN-KEY PROJECT MANAGEMENT

SIMPLE SOLUTION TO COMPLEX PROBLEMS

RETURN ON OBJECTIVES

Babcox Content Strategy Solutions

For almost a century, automotive marketers have turned to ONE SOURCE to reach their marketing goals- Babcox Media. We take a simple approach - create a marketing plan that helps tell your story and that can influence our unique audience of automotive professionals - your customers. We use our expertise and a diverse product and services portfolio to help you attract prospects and convert them to customers. Our Content Strategy team is your partner to create messages that are customized to your marketing objectives. Our team is committed to understanding your specific needs and developing a plan that delivers on them.

Put the Babcox Innovation Group to work today on a campaign, a custom publication, in person event or any number of products or services that can help you connect to the right buyers and sellers.

Content Creation

Automotive marketers turn to Babcox Media to deliver product and service information, and for data and insights that make their prospects and customers smarter.

Babcox can reinforce your position as THE expert, to build leads, increase sales and customer loyalty.

Unique Content

- Q&As
- How Tos, Lists or Guides
- Reviews
- Product Comparisons
- Case Studies & Whitepapers
- Testimonials
- Info Graphs
- Data, Research & Trend Analysis
- Industry Topics
- Customer Stories
- Aggregated Content from Babcox Sources
- Customized and Private Label

Content Channels and Products

- Websites, microsites and landing pages
- Webinars
- Print Ad/Advertorials
- Videos
- Blogs
- Pod Casts
- Brochures
- Social Media
- E-Mail

Custom Print & Digital Publishing

Highlight and maximize brand exposure by showcasing your company, products or services with content that is customized to your target audience.

- Corporate Materials
- Manuals
- Videos
- Publication
- B2B & B2C
- Image Pieces
- Anniversary, Holiday or Special Occasion
- Direct Mail/Email
- Training Materials

Events

Business gets done when buyers and sellers are in front of each other. Let us help you build trust, create relationships and share ideas at a face-to-face meeting.

- Conferences
- Training Programs
- Peer2Peer
- Association Programming & Education
- Meetings and Table Top Shows
- Speakers Bureau
- Event Publications (Show Guides, Directories and Show Dailies)

Direct Marketing

The Babcox Innovation Group is a leader in connecting your message directly to automotive professionals. When working with us, you can expect your campaigns to create leads and deliver a return on your marketing investment.

- Email/Mail List Rental
- Collateral Materials
- Lead Generation
- Product Websites and Microsites
- Product Sheets & Descriptions

Strategy Services

There is no resource available to the automotive market with more depth of knowledge or experience than Babcox Media. Let us put our expertise to work for you to help elevate your message no matter your focus, audience or budget.

- SEO
- Website/Microsite Design
- Research, Data & Insights
- Strategy/Campaign Building
- Advertising Campaign Development and Management
- Branding Campaign Design, Development and Management
- PR Support (press release)
- Social Media Management Services
- E-mail Marketing Services
- First Party Data Digital Targeting
- Video Creation



CONTACT

RANDY LOESER

rloeser@babcox.com

330.670.1234 X285