

### VIDEO

Because it's not possible to attend every trade show or professional training seminar, Babcox Media brings the world of aftermarket video directly to a viewer's screen.

**AutoCareVideo.com** is a central location for aftermarket video content. The website brings together a wide range of videos from the automotive service, collision, distribution, engine building, powersports, tire and truck fleet market segments.

**AutoCareVideo.com** serves professionals who want to enhance their knowledge and skills, see clips about the latest products and follow developments in the industry. Videos from the **AutoCareVideo.com** website are also syndicated and distributed through each of the Babcox Media brand websites, maximizing their reach.



### CUSTOM CONTENT & WEBINARS

From custom publishing services to custom marketing campaigns and content, our team can work with you to devise a custom strategy to maximize incoming leads and conversions. Our portfolio of custom services provides you with the unique opportunity to support your marketing communication strategies with your own dedicated specialty publication or promotion, tailored to deliver your message with impact to your target audience. Whether you're introducing new products, presenting new services or reinforcing your brands, we'll create an effective, cost-efficient custom piece to enhance the value of your products and move customers to action. Examples of our services include: white papers, custom print and digital publications, video, custom websites or content channels, infographics, brochures, direct mail or field marketing promotions.



Position your company as a thought leader in the market while generating leads. Babcox Media-produced webinars are a cost-effective way to fill your sales pipeline while building deep relationships with aftermarket decision makers. Many companies produce webinars, but only Babcox Media offers the expertise, audience and tools to ensure your webinar's success. Expertise: An editor helps you choose the right topic to ensure it hits the mark, and the Babcox team handles all of the webinar logistics.

**Audience:** Babcox crafts marketing materials and promotes the webinar to the audience you want to reach.

**Tools:** Interactive polling questions, a custom exit survey, a complete post-event database of all registrants and attendees, and an executive summary of the webinar results.