

# WardsAuto Solutions

## Research



### Strategic Insights Study

A service that creates a marketing plan out of audience-centered research. Analysts use business intelligence to align messaging, content and media channels.

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### Online Focus Groups

Gives you the insights of an in-person session while allowing clients and participants to simply log in from their desks, saving time and resources.

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### Custom Research

Uncover valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts or refine your strategic plans.

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### Ongoing eListening

Quantify your digital marketing effectiveness. Better understand brand sentiment, social media performance, competitors and more.

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## Events



### In-Person Events

Make a lasting impression by networking with your current and potential clients in person. This gives attendees an opportunity to interact with your products and services in a more memorable way.

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### Virtual Events

Bring buyers into an interactive environment that provides education, opportunities for networking, and interaction with providers of valued products and services—all Online.

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### Webinars

Cost-effective way to generate a large number of leads and align your company with industry experts by providing solutions or education to your audience.

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### Webinar+Social

Social engagement plus a webinar.




### Webinar+Video

Social engagement plus a video.

## Need to Reach Beyond Dealerships?



Make Penton your full-service marketing partner, with reach across a number of industries. Talk to us about how we can broaden your exposure to cover your targeted customers via these and many more channels within our Penton family of market-leading properties.




**WARDS AUTO** Franchised new car dealers and their top department managers throughout the dealership



**FleetOwner** Fleet owners, managers and operators for the trucking industry




**electronic design** Engineers and engineering managers involved in the electronic design of various products



**AMERICAN TRUCKER** The #1 source for any business that utilizes Class 1-8 trucks, trailers and related equipment



**FleetSeek** Online database of trucking fleets and operations across North America




**machine design** Extensive community of design engineers and managers in OEM, processing and R&D



**Refrigerated Transporter** Professionals involved in the transportation and distribution of refrigerated products using specialty trucks and equipment




**AVIATION WEEK** Air transportation carriers, maintenance centers, manufacturers and distributors




**global purchasing** Purchasing professionals overseeing the supply chain across various industries



**TRAILER BODY BUILDERS** Designers, manufacturers and retailers of commercial truck bodies, trailers, and truck equipment.



**ATW** The global airline and commercial air transport manufacturing communities.




**power electronics** Electronics professionals involved in system applications, power management, energy efficiency, and battery systems



**BULK TRANSPORTER** Engineers and engineering managers involved in the electronic design of various products



**SpeedNews** A aviation executives in the commercial, business and defense industries



**sourceesb** Essential search tool for electronic components buyers and engineers, with inventory uploaded by manufacturers and distributors

## Content



### White Papers Essential Guides

Establish subject matter expertise and thought leadership while driving high quality leads.

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### eBooks & Digital Magazines

These products contain rich content and are employed to establish you as an authority in your industry.

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### Content Channels

Align your products and services with an established industry brands to create brand awareness and gain thought leadership.

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### eNewsletters

Highly engaging editorial content created for your target customer/market that we market to Penton audiences.

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### Top 10 Cards

Brief pieces that provide a series of tips or steps that help your customers solve a problem or guide them in a buying decision.

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### Blog Content

Create an on-going discussion with your target markets with content written by industry experts.

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### Video Blog

Add a compelling visual appeal to a standard blog, and increase sharing among business communities.

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### Infographics

Use data visualization and social sharing to draw a wider viewing audience into information that might otherwise be hidden.

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## Digital and Social



### Social Monitoring

Reach your customers, measure your marketing success and update your marketing strategy based on social performance data and research.

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### Monthly SEO

Gain keyword strategy development, continuous site improvement recommendations, on-page optimization efforts, key link building and reporting.

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### SearchPressPro

Get your press release found by sending it out to a network of 5,000+ websites.

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solutions**  
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# Contact Us Today

Let's start building a campaign to turn our audience into your next customers.

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