

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.

[DOWNLOAD MORE INFO ▶](#)



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.

[DOWNLOAD MORE INFO ▶](#)



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.

[DOWNLOAD MORE INFO ▶](#)



Ongoing eListening

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

[DOWNLOAD MORE INFO ▶](#)

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.

[DOWNLOAD MORE INFO ▶](#)



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.

[DOWNLOAD MORE INFO ▶](#)



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.

[DOWNLOAD MORE INFO ▶](#)



Webinar+Social

Social engagement plus a webinar.



Webinar+Video

Social engagement plus a video.

Content



White Papers Essential Guides

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

[DOWNLOAD MORE INFO ▶](#)



eBooks & Digital Magazines

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

[DOWNLOAD MORE INFO ▶](#)



Content Channels

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

[DOWNLOAD MORE INFO ▶](#)



eNewsletters

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

[DOWNLOAD MORE INFO ▶](#)



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.

[DOWNLOAD MORE INFO ▶](#)



Blog Content

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

[DOWNLOAD MORE INFO ▶](#)



Video Blog

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

[DOWNLOAD MORE INFO ▶](#)



Infographics

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

[DOWNLOAD MORE INFO ▶](#)

Digital and Social



Social Monitoring

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

[DOWNLOAD MORE INFO ▶](#)



Monthly SEO

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

[DOWNLOAD MORE INFO ▶](#)



SearchPressPro

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

[DOWNLOAD MORE INFO ▶](#)

Visit
**automotive.
penton.com/
solutions**
for additional offerings

Need to Reach Beyond Auto OEMs?



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.



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



Fleet owners, managers and operators for the trucking industry



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



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



Online database of trucking fleets and operations across North America



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



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



Air transportation carriers, maintenance centers, manufacturers and distributors



Purchasing professionals overseeing the supply chain across various industries



Designers, manufacturers and retailers of commercial truck bodies, trailers, and truck equipment.



The global airline and commercial air transport manufacturing communities.



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



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



A aviation executives in the commercial, business and defense industries



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

Contact Us to Start Planning Your WardsAuto Campaign

Detroit/Midwest U.S.

DYANNA HURLEY

ph: 586-983-4252

dhurley@wardsauto.com

Chicago/Central U.S.

DAVE HAGGETT

ph: 847-934-9123

davidhaggett@sbcglobal.net

Western U.S.

WOODY NEWELL

ph: 360-944-6572

swnewell44@gmail.com

Northeast/Southern U.S.

BILL DOUCETTE

ph: 603-236-3310

wjduce@gmail.com

Outside U.S./General Info

CHRIS LAMPHEAR

ph: 248-799-2658

clamphear@wardsauto.com