



6 month Digital Marketing Package 2026

This package provides maximum brand awareness and sales leads with access to the full digital marketing reach of The Water Network.

For maximum effect we recommend clients take advantage of the business exchange and create a complete organization profile including members of the organization with their profiles. Regular updates of news releases, product developments and case studies are also highly recommended to get maximum results.

To get broadest exposure on the network we recommend that each client:

- Complete profiles of key employees on TheWaterNetwork.com including experience, expertise, photo, contact info and education.
- Continuous enhancement of the company pages on The Water Network
 - Post updates/press releases/case studies on a regular basis to your company page
- Staff, clients, & technology partners
 - Add company and their role to the organization profile
 - Join relevant communities and groups on The Water Network
 - Post updates regularly in The Water Network library and relevant communities
- Post trending technology and news in areas relevant to company solutions
- Answer questions as applicable to company solutions

1. Following is a summary of the services that are included:

- a. Homepage feature of company and all company offers
- b. Unlimited posting of products, services, updates and job openings.
- c. **Promotion of all Products/Services & Job openings via “sponsorship”**
 - i. Product/Services, Job, and Bids featured in the Water Network’s Buyers guide
 - ii. Offers promoted in the Water Network Feeds (direct targeting to members with matching interests)
 - iii. Product/services and jobs featured on The Water Network home page (circa 200,000 page views/month)
 - iv. All posts shared on our social media channels (> 70,000 connections)
 - v. Selected offers, news and case studies featured in email bulletins
 1. 3 Weekly Digests
 2. 2 Monthly Newsletters
 - vi. Email notification to all members with matching expertise and interests

1. Each time the offer is published (on an agreed rotation)
 2. In daily digests when published
- d. Featured Company profile including
 - i. Company featured on The Water Network homepage
 - ii. Company description featured in the Business exchange
 - iii. Unlimited Company offers
 - iv. Link to page for interested parties
 - v. Contact information
 - vi. Unlimited company news updates
 - e. Customized Email campaign
 - i. One custom HTML email to up to 50,000 water professionals in target geography; estimated 50% manager level
 - ii. One Custom email follow-ups to those clicking through from email
 - f. Ongoing sponsored content shared to our > 70,000 social media connections.
 - g. Interview with an expert of choice featured on The Water Network homepage.
 - h. Banner ads
 - i. Two Header banner Ads in our weekly digest (to circa 72,000)
 - ii. One newsletter Header banner Ad (to over 300,000)
2. **Real Time Consolidated Leads** report. Leads are from: on platform views and clicks; platform emails; digest emails; newsletter emails, and custom email campaigns.
 - i. **Hot Leads – “Interested”** full details of water network members including email will be provided.
 - ii. **Warm Leads** - All those who clicked on or off platform
 1. No email
 2. Link to profile if a member
 3. If we have the information- first name, last name, title, company, location
 - iii. **Sales Funnel** – All those who viewed the company and each offer and update
 1. No email
 2. Link to profile if a member

List Price for 6 months all inclusive is CHF 9,850

Payment is due in full in advance.