



## 12 month Digital Marketing Package

2021

The objectives are to provide the maximum impact with access to the full digital marketing reach of The Water network and AquaSPE providing:

1. brand awareness & thought leadership
2. real time leads

Although not required, for maximum effect we recommend that appropriate employees, partners and clients take advantage of The Water Network via the following actions that are no charge:

- Complete profiles of key employees (experience, expertise, photo, contact info, 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
  - Join Relevant Communities and Groups on The Water Network
  - Post updates regularly in The Water Network library and relevant communities
- Post “Knowledge Nuggets” in areas relevant to company solutions
- Answer questions as applicable to Company solutions

**Following is a summary of the digital marketing services to be provided:**

### **1. 12 month Digital Marketing Package**

- 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 (Offers) via “sponsorship”**
  - i. Product, Services, Job, and Bids featured in the Water Network’s Buyers guide
    1. Up to 3 jobs sponsored at any one time
    2. Up to 3 products Products & Services sponsored at any one time
  - ii. Offers promoted in the Water Network Feeds (direct targeting to people with matching Expertise and interests)
  - iii. Product/services and Jobs Featured on The Water Network home page (circa 160,000 page views/month)
  - iv. All posts shared on our social media ( > 70,000 connections)
  - v. Selected offers, news and case studies featured in email bulletins

1. 6 Weekly Digests
2. 3 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 15,000 - 60,000 target audience; 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, and two Footer banner Ads in our weekly digest (to circa 80,000)
  - ii. One newsletter Header banner and one Newsletter Footer Banner Ad (to circa 350,000)
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 12 months all inclusive is CHF 9,800

Payment is due in full in advance.