

# B2B MARKETING DIGITAL

PARTNERSHIP  
OPPORTUNITIES

B2B Marketing Expo is Europe's leading marketing event, connecting the most proactive marketing professionals with the tools, techniques and innovations.

Delivering the right audience to our sponsors and partners is always our priority when planning a digital event, and at B2B Marketing Digital we ensure that your products, services, case studies or content are presented to the right people at the right time.



# WHY ARE OUR EVENTS SO POPULAR?

We make sure that the content we deliver is topical and of relevance to the sector - we make sure that every curated content gives our audience...the reason to believe!

Digital events allow you to engage with your prospects in a virtual environment:

- Networking - Live chats
- Content first - Educational conference programme
- Social - Attendees see your presence for peer-to-peer learning
- ROI - Lead generation opportunities across the platform

## TOP 5 REASONS WHY YOU SHOULD SPONSOR A DIGITAL EVENT:

- Generate Leads
- Awareness
- Build Rapport
- Build Credibility
- Speed up your sales process

# WEBINARS

**Turning presentations into real-time conversations wherever you are.**

Our webinars will give you the opportunity to teach our audience and help them understand why your services or products are valuable. You can choose the topic and we will share the responsibility of educating our audience with you.

Webinars enable our partners to showcase their knowledge & industry expertise to a wide, engaged selection of our audience at once, with live polls and Q&A sections to foster engagement.

[www.b2bmarketingexpo.co.uk](http://www.b2bmarketingexpo.co.uk)

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**Click here to view a previous webinar included in our digital events!**



## EXPERT TOPIC SERIES

**Designed to build awareness and understanding around key and current issues in the sector through video content provided by you.**

This monthly series of digital events focus on a range of specific subjects in the industry, bringing our audience bite-sized live seminars of 15-20 minutes from expert speakers and event partners, sourced by our Content Team.

We allow one sponsor per Topic Series - and on a first-come-first-served basis. We provide a platform that holds these pre-recorded thought-leading presentations, split by sessions, with a chat and Q&A function that will allow you to interact with our audience live.

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## TOPICS FOR 2022

- **February:** Key trends for 2022
- **March:** Digital & Email Marketing
- **April:** Social Media & Influencer Marketing
- **May:** Brand & Content Marketing
- **June:** Lead Generation & SEO
- **July:** Measure & Improve your B2B Marketing



# WHAT'S IN IT FOR YOU?

## WEBINARS:

- Editorial-hosted live 1-hour bespoke webinar.
- 1 Sponsor – Topic agreed with the sponsor.
- 30 – 40 presentation with 10 – 15 minute live Q&A.
- The presentation section can be made up of one or more people presenting, a panel discussion, a case study or going through some research.
- The presentation can be recorded and go out as live but we would recommend the Q&A being live.
- 4-week marketing campaign using available channels including email marketing & social media.

## EXPERT TOPIC SERIES:

- Topics feature list agreed by the content team.
- 1-hour session.
- 1 sponsor with 1 speaker slot.
- 2/3 independent speakers invited by our Content team.
- Panel Q&A.
- 4-week marketing campaign using available channels including own web page, email marketing & social media.



## WHO ATTENDS

Sponsoring a digital event ensures visibility of your products & services to your target audience, check out the samples of job titles & organisations.



- CEO
- CMO
- COO
- Commercial Director
- Creative Director
- Digital Director
- Digital Marketing Director
- Digital Marketing Manager
- Director
- Director of Marketing
- Group Marketing Manager
- Head of Marketing
- Head of Sales Managing Director
- Marketing Director
- Marketing Manager
- Owner
- Sales Director
- Sales Manager
- Senior Marketing Manager
- Strategy Director
- Technical Director

# CONTACT US

We are always looking for new formats and channels that support you and our community.

Feel free to contact us to discuss your requirements.

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