

### Reach Your Targeted Consumer Without Creating (Many) Assets!

- 1 We leverage BizBash content
- 2 We create assets to point to your collateral
- 3 You identify your target

### Campaign Basics

This is a multi-pronged approach:

- We align your brand with relevant BizBash editorial content or your sponsored content on BizBash.com.
- We drive your target audience to that content using offsite display ads, a pop-up modal, social media outreach, and email efforts.
- You provide high-value content such as a whitepaper, a video, an ebook, or a lookbook.
- We create a form and landing page to collect and qualify leads.
- We deliver qualified leads as well as a dashboard to monitor campaign results.
- These campaigns are complex in their setup. ***Please allow up to three weeks from receipt of deliverables to execution.***

### Materials Checklist

We don't need much, but to ensure we align perfectly with your brand, please furnish

- Your corporate color scheme using your PMS values, RGB values, or the alpha-numeric hex code for your website colors (6 characters that begin with #. For Example, BizBash uses #0072bb) .
- Your logo as either a vector file (EPS) or a transparent PNG file.
- Your corporate fonts.
- To best qualify potential leads, you may provide up to TWO (2) multiple-choice questions with up to FOUR (4) answer options to include on your landing page.
- Finally, we need a high-value asset from you to get people to submit their information. This can be a digital version of your catalog or lookbook, it can be a whitepaper, it can be a pass to a conference. Anything you are willing to give targeted individuals in exchange for their information.
- You will need to turn Co-branding ON for Facebook ads. **Please refer to this sheet for instructions.**

### Targeting and Timeframe

You and Your BizBash Account Executive will work through audience selection and campaign duration in the sales process. Any additional questions can be directed to Rebecca Pappas [via email](#) or by calling 646.839.6870.

### Submission Guide

#### Traffic Requirements

**All ad materials are due at least 15 business days prior to the start of your campaign.** The expected time from receipt of client-supplied deliverables to campaign initiation is 15 business days provided materials are complete and to spec.

#### Delivering Creative

Email material to [production@bizbash.com](mailto:production@bizbash.com) or upload to file transfer platform of your choice. Be sure your company name is present in the file name and a notification message and link is sent to ***production@bizbash.com***.