

MediaBrains Newsletter & Blog Sponsorship

By sponsoring the email newsletter and Blog you will access over 100,000 business professionals made up exclusively of CEOs, Marketing Managers, Presidents, General Managers and decision making professionals participating in one or more of the nearly 100 MediaBrains business directories.

The email newsletter and Blog cover topics related to business-to-business marketing and advertising, best practices, sales success and industry trends.

Specifications:

Email Newsletter

- Your company logo: 120 x 60 pixels
- Sponsorship message; 350 characters
- Link to your Website

MB Business Blog

- Banner ad: 300 x 100 pixels
- Link to your Website

Sponsorship Pricing:

1-2 Months	\$2,500 per month
3-5 Months	\$2,000 per month
6-11 Months	\$1,750 per month
12 Months	\$1,500 per month

Ad Creation:

You may create your own banner ad or the MediaBrains art department can create one for you. For assistance with submitting or creation of artwork email artdept@mediabrains.com

About MediaBrains:

The MediaBrains network is the most effective outlet for businesses to market and reach other businesses online through directories built for efficient browsing and searching. Formed in 1996, MediaBrains powers nearly 100 directories online.

Email Newsletter Sponsorship

Marketing During a Recession
Feeling battered by the recession? Budgets are slashed and rising dollar count takes...

Sponsored By:
Mili Sales Leads

About our Sponsor
Mili Sales Leads: Reliable Hosted Sales Leads For Your Company Premium Business Leads are yours for \$300 a month.

In This Issue
Marketing During a Recession
PPC Fraud
New Features

MediaBrains Insight
This MediaBrains newsletter is packed with ideas of the marketing experts at MediaBrains, specializing in B2B online advertising for more than 10 years.

MB Business Blog

ADVERTISMENT
Mili Sales Leads
INCREASE PROFITS! 98%

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Receive our Monthly Newsletter
Email:

Recent Posts
Marketing During a Recession
PPC Fraud reaches record levels
9 Marketing Trends to Watch in '09
Social media: Blurring the line between "business" and "personal"
How to remain productive at work during the holidays

Tags
blog, Budgeting, Business Productivity, Charity, Company Presentation, Corporate Contribution, Corporate Goals, Corporate Philanthropy, CTO, CRM, Effective Online Advertising, Email Marketing, customer marketing, Trends, message boards, PPC, Sales Leads, Marketing Productivity, Time Saver, Reputation Management, ROI, Sales, Sales Leads, Social Media, Future, B2B, social media, social networking, Successful Sales, Tips to Succeed

Take Our Survey
What is the one thing you will NOT do back on during the recession?
 Sales Team
 Marketing and advertising initiatives
 Research and development

company, talk about the benefits of new products, etc. But keep it real. Readers quickly see through commercials disguised as conversations.

Keep in touch with existing customers
Relationship building doesn't mean bombarding customers with phone calls. Instead, provide useful information to them in non-intrusive ways, such as forwarding an email with an article about breaking news in the industry. You keep your name in front of them, while supplying knowledge that helps them in their jobs.

Up-sell
Existing customers are more valuable than ever during a recession. They already know and believe in your products and services. Don't overlook them. Dedicate time and resources to keeping your existing business and cross-selling to your current customers. Use your knowledge of their business to re-connect, stay in touch and demonstrate the value that you bring.

Get feedback
The best way to find out what customers want is to ask them. It sounds simple, but it's a tactic that marketers often overlook. Every business has changed over the past few months. Make sure you're in touch with how your clients' business