

## Content that Resonates. Plus, an Engaged Audience. Deliver Leads that Matter.

Aligning your brand with University Business exposes your solutions to an identified group of higher ed decision makers searching for information related to business problems that your products solve. This highly-targeted promotional campaign drives engagement and effectively leverages your gated content assets—white papers, case studies, infographics, analyst reports, and more.

### Our Content Syndication Program Delivers.

- We use firmographic and demographic data to build a designated target audience, ensuring the right people are engaging with your content.
- Content assets are delivered via an outbound promotional campaign to stimulate or capture interest and drive downloads of these assets.
- These powerful targets are delivered on a CPL (cost per lead) basis, reliant only on the qualifiers you set forth.

### Content Marketing Lifecycle.



CONTENT**EDU**

**No content? No problem.** Our studio of writers and producers can develop relevant and compelling assets to support your content strategy.

For more details and to customize your program, contact:

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