

# Custom eNewsletters

## Engaging & educational content sent directly to your target audience.

Let Informa Engage create highly relevant content that engages our audiences through a beautifully designed newsletter. Keeping your target customer/market in mind, we deliver useful information that educates and informs in a co-branded, competitive-free environment and generates new business for your company.

### DETAILS

- Unique, custom content
- Series of 4-12 newsletters
- Editorial planning, template design and analytics provided
- Build opt-in database for targeted efforts (optional)

### USEFUL FOR

- Content marketing
- Thought leadership
- Branding & awareness
- Consistent presence with target audience



**78% OF CMO'S**  
think custom content is the  
future of marketing.