

Lynchpin Media

ADDRESS

Lynchpin Media is a boutique publisher registered in the United Kingdom.
Company number 8096230
63/66 Hatton Garden, London, EC1N 8LE
Tel no: +44 20 3026 6825

STRATEGIC CONTENT OPPORTUNITIES

OUR BRANDS

INTELLIGENT
C I O
Providing Unparalleled Technology Intelligence





INTRODUCTION

Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in Europe, the Middle East and Africa. We have a growing database of over 472,000 global IT decision makers. Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.



HOW WE ADD VALUE

Our strategic content package has been produced following feedback and requests from our many partners in the industry and is designed to complement and add value to our PR colleagues' client campaigns.

Each element of our package can be selected and initiated on its own but, combined, we are offering an integrated, comprehensive 360-degree solution across print and digital media.

We can generate and deliver leads, position clients as thought leaders and increase brand awareness by sharing content across our relevant intelligent brands, providing a holistic strategic content marketing solution.



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CUSTOMER CASE STUDIES

There is no better endorsement of a product or solution than a customer testimonial.

Our strategic case study cover stories offer clients an opportunity to showcase the benefits of their offerings while also thanking and giving back to the customer by positioning them on the cover of a leading IT publication.

Content will feature across both print and digital editions, as well as across our social media channels.



CASE STUDY LICENSING

Customer stories are one of the most effective ways of communicating the benefits of solutions – but we know they can take time and effort to pull together.

Let us do the hard work instead; all we need is an initial introduction to the customer and we can then manage interviews, writing and design elements.

We can also source a photographer and obtain professional images of the customer for an additional cost.

Once we've created the case study, we'll share the content across our publications and clients will, of course, be free to use it for their own marketing purposes.

We can also arrange for the content to be translated, should that be a requirement.



VENDOR COVER STORIES - END USER

We know vendors have a wealth of knowledge and best practice guidance that they can share with the industry and their customers.

Our vendor cover stories offer an opportunity for clients to position their own 'end user', such as their CIO, CISO or Head of Infrastructure, on the cover of one of our titles.

These are available once per quarter for each magazine.

VENDOR COVER STORIES - CHANNEL

Intelligent Tech Channels focuses on the vital role channel partners play in the successful implementation of solutions and products from major IT clients.

It also shines a spotlight on the work of system integrators, value added distributors, distributors and resellers, highlighting the vital work they do in bringing solutions to market.

Through our cover stories, clients will be positioning themselves as leaders in their field and have an opportunity to share their experience and best practice advice with industry colleagues.



Through our cover stories, clients will be positioning themselves as leaders in their field.





SUPPLEMENTS AND SPECIAL EDITIONS

Throughout the year, we'll be running a range of supplements and special editions, focusing on everything from industry verticals to a technology area of focus and geographic regions.

We can build bespoke packages around individual requirements but, broadly, we can offer featured clients:

- Two-pages of thought leadership content
- Promotion of content across our social media channels
- Lead-generation



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Content can range from surveys and reports to technical articles and thought leadership best practice guidance. This content will be distributed across our magazine titles and can be used by clients for their own marketing purposes.

CONTENT CREATION

We have a team of skilled in-house journalists and content specialists who can create bespoke content packages which convey a client’s key messages.

Content can range from surveys and reports to technical articles and thought leadership best practice guidance.

This content will be distributed across our magazine titles and can be used by clients for their own marketing purposes.

We can also use this content to generate and deliver leads.





TECHNOLOGY EVENT COVERAGE

Technology events offer a great opportunity to showcase products and promotions to a captive audience - but it can be hard to measure ROI.

Our journalists have attended events for some time but we recognise the need to add further value.

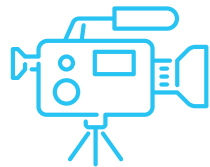
We can build packages based around individual requirements but can explore everything from creating a micro-site for focused reporting during the events, newsletters, live blogs and enhanced social media coverage while also using content to generate and deliver leads.



VIDEO CONTENT CREATION

We can source videographers to create high-quality video content that can be shared across chosen channels, working with clients to manage the project from inception to completion.

Once created, videos will automatically be shared on our CIO intelligence channel and across our digital platforms, including newsletters.



VIRTUAL INTERVIEWS

Sometimes the written word just isn't enough and clients will want to increase engagement with the all-important end-user.

We can offer a golden opportunity for clients to articulately present their key messages through virtual interviews with our team of journalists and content specialists, working closely with clients to ensure we are able to convey their strategic aims.

These virtual interviews will be shared across our range of content platforms and can, of course, be shared across clients' own channels for their own marketing purposes.



We can offer a golden opportunity for clients to articulately present their key messages through virtual interviews.





WEBINARS

In this digital age, webinars are becoming increasingly popular and offer an efficient way of information sharing.

Our involvement is completely dependent on what individual clients require from us - we can help drive participants to these online events through a blend of news stories and advertisements across our online platforms, but are just as happy to organise and run webinars for our clients.



PRICING



Because we know every client will have different priorities, we will work with them to create a bespoke package that meets their strategic requirements.

Prices are available upon application.

We can help drive participants to these online events through a blend of news stories and advertisements across our online platforms.





**LEAD GENERATION
VIA CONTENT SYNDICATION**



6

470,000

Is the total reach of *Intelligent CIO*. Our partnerships with global event organisations and other strategic partners means this number continues to rise. With further new markets coming online, this number will be sure to increase in 2020.

Each campaign is different. We always guarantee our clients a minimum of six white papers sent to the *Intelligent CIO* audience. This is effective at helping complete the campaign and positions the client as a thought leader and gives brand awareness.

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3

White papers. To improve the results and ensure campaigns are delivered in the agreed time frame, we request a minimum of three white papers. These can then be shared across the *Intelligent CIO* platforms and improve the overall campaign messaging.

Is the number of countries we have delivered campaigns in. Our content syndication and lead generation services are used by many global agencies and in some regions we are used exclusively to deliver the desired number of leads.



CONTACT US

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