



# INTRO ABOUT PRODUCT

## What is the product?

B2B services foster an effective way of maintaining relationships with present and potential clients. Staying connected to customers throughout the sales life cycle is possible with B2B services. They allow operating in multiple markets and having optimal benefits. Newer strategies and plans can be improved for expanding business through these services. Brand retention can be maintained efficiently and perfectly by deploying B2B services. Moreover, business relationships can add resources to brands.

## Services

Pulp & Paper promises to deliver experience, expertise, professionalism and end results through our personalized online advertising services. We provide advertising solutions such as events listing, banner advertising, email direct marketing, e-newsletters, profile listing, SEO/SMM services and so on to empower you to connect with your potential clients. We are passionate about exceeding our client's expectations, providing quality services, and being genuinely ahead of the curve when it comes to providing latest trends in Pulp & paper industry.

***Pulp & Paper Technology is the Perfect Accelerator for Marketers!***





# ONLINE B2B MARKET TRENDS IN PULP & PAPER TECHNOLOGY

B2B market trends are the preeminent way to build brand presence as well as one of the most cost effective solutions for businesses on a budget. They help manufacturers and suppliers to make their product or brand reach potential clients at a right time.

Pulp & Paper, B2B portal helps you to personalize your customer's experience by leveraging key insights. We help you to nurture your business productivity to push prospects further down your sales funnel. We will act as a bridge between buyer and supplier to improve their online presence and sales productivity.

Our latest trends in Pulp & paper industry help to nurture your business. Only 25% make a major purchase more than 11 times a month and 30% make a major purchase 2-4 times a month. Subsequently, 26% make a major purchase 5-11 times a month and 27% make a major purchase of more than \$15000 a month.

25%

Make a major purchase more than 11 times a month.

26%

Make a major purchase 5-11 times a month

27%

Make a major purchase of more than \$15000 a month.

30%

Make a major purchase 2-4 times a month



*Structure your business strategy with Pulp & Paper market trends!*

# VISITORS ATTRACTIONS

## News

Get Connected. Get Updated.

## Events

Escalate your Knowledge on Business Prospects by Attending Events!

## Projects

Best possible way to gain knowledge on latest trends effectively & efficiently!

## Reports

Gain acquaintance on Company's insights through our Reports!

## Interviews

Explore More about Businesses Latest Innovations & Schemes!

## Articles

Keeping our Readers Constantly Engaged!

## Press Releases

Capture Visitor's Attention through Press Releases!

## White Papers

All you need to know about particular product/service in-depth!

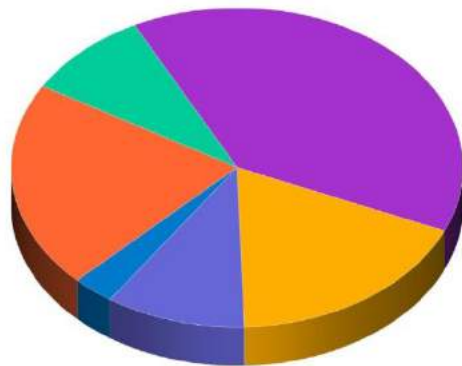
***Our Visitor Attractions Help to Build Credibility!***





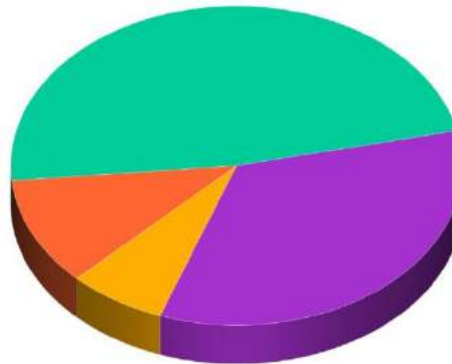
# VISITORS ATTRACTIONS

Target Audience

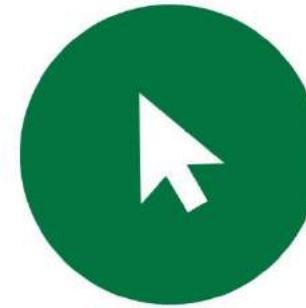


Chairman/CEO/Owner	21
Project/Purchase Managers	18
R & D Professional	9
Technical Managers	10
Manufacturers & Suppliers	39
Others	3

Target Market



Geographical Reach	
US	11
Europe	48
Asia	34
ROW	7



Average Page Visits

148,000+



Unique Page Visits

15,000+



Average Visitor Time

7+ mnts



## Basic Membership ★

Put yourself at the forefront of enhanced business dynamics

### You Get:

#### ☒ Company Listing on our Portal with -

- ☒ Unlimited Products Uploads
- ☒ Unlimited PDF Catalogues
- ☒ Unlimited Product Tech Sheets and Videos
- ☒ Unlimited Profile and Product Edits
- ☒ Backlink to your website
- ☒ Company Name and Logo
- ☒ Company Address
- ☒ Contact Phone, Fax
- ☒ Onboarding Support
- ☒ SEO (Search Engine Optimization)
- ☒ SMM (Social Media Marketing)
- ☒ Guaranteed Business Enquiries
- ☒ Monthly Performance Report

US\$ 1500/yr



## Premium Membership ★★

Take your business success to the next level with our premium services.

### You Get:

#### ☒ Basic Membership and:

- ☒ SEO Pro (Search Engine Optimisation)
- ☒ SMM Pro (Social Media Marketing)
- ☒ E-Newsletter Presence
- ☒ Banner Promotions
- ☒ Content Marketing
- ☒ Monthly Performance Report and Advise

US\$ 2100/yr

# E-MAIL MARKETING

## Client E-mail Blast

Pulp & Paper client E-Mail Blast helps our clients to stay flexible, effectively increase sales, and remain ahead of competition. We will send emails to our huge database of clients to evolve your needs and organizational objectives. We cover the gamut of marketing requirements of our clients. We partnership with industry leaders and our vast experience across domains help us develop industry specific offerings and highly customized solutions.

Client Email Blast is one of the most effective ways to promote your business. It connects with your customers and shares your message with their networks. And the more customers spread the word about your business, the more you grow! Emails streamline the entire marketing communication structure of your company.

***Gain Improved Marketing Agility with our Client E-Mail Blast!***

## Pricing Structure

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25)

### Booking Example:

10,000 Direct Marketing messages cost:

$10,000 \times \text{US\$}0.25 = \text{US \$}2,500$

***Achieve Benchmark of Excellence by giving a voice to your product!***





## ADVERTISING

## E-NEWS LETTER

Pulp & paper e-newsletters are proven methods to build relationships and generate repeated business and get some coveted referrals. Our newsletters help to engage with your audience and provide a good access to your subscriber list. At Pulp & Paper Technology, we promote your business and brand through cutting edge, creatively drafted e-newsletters. They are the simplest and fastest approach to become a byword in the market.

Our e-newsletters help to:

- Build Reputation
- Strengthen relationships
- Build credibility
- Boost sales
- Get immediate results
- Generate leads

E-newsletters give you the ability to stay top-of-mind and keep people engaged with your business. They give you the chance to build credibility with your audience by sharing helpful and informative content.

BannerType	Dimensions (px)	Max File Size	File Format	Rate (US\$)
Leader board Banner	728x90	40kb	GIF & JPEG	1200*
Top / Full Banner	468x60	30kb	GIF & JPEG	800*
Article / Interview	800 words	--	--	700*
Product launch	--	--	--	500*
Press releases	--	--	--	300*

\*NOTE: Above mentioned prices are for 1 time presence





# ADVERTISING BANNER

## BANNER DEFINITIONS →

Nurture the relationship with your customers with our banner ads.

	Banner Type	Dimension (pixels)	Max File Size	Rates (US\$)
1	Leader Board Banner	728x90	40kb	2000
2	Slider Banner	1500x300	50kb	1000
3	Prime Banner	800x220	50kb	2500
4	Square Banner	300x250	25kb	1200
5	Top/Full Banner	468x60	30kb	1500
6	Base Banner	468x60	30kb	1000

NOTE: Above mentioned prices are for 30 days

**File Formats:** GIF & JPEG

**PULP & PAPER**

Products Suppliers Projects Insights

Leader Board Banner 728x90 1

Slider Banner 1500x300 2

Search Products & Manufacturers...

Chemical Pulping Chemicals, Adhesives And Starch  
Chemical Recovery Corrugation Equipment And Systems  
Debarking And Wood Preparation Industrial Equipment And Systems

Prime Banner 800x220 3

Products

Latest Partnered Companies

Articles

Expert Talk

Base Banner 468x60 6

Media Partners / Event Partners

edionova Nasdaq GlobalData UBM

# CONTENT MARKETING

Content Marketing has always been an integral part of online promotions for companies. Moreover, content marketing is a good practice for an entity to establish itself as a leader in their segment of interest. Sharing and promoting business ideas, innovative trends, futuristic roadmaps are some of the ways companies try to propagate their thoughts, capabilities and operational models.

## What Content ?

From a marketing perspective everything consumable by the end-user is content; viz: Whitepapers, Press Releases, Videos, Podcasts, Info-graphics etc.

## Why Us?

Pulpanpaper Technology has deep know-how in content marketing and having served clients globally over the years we have developed best practices and actionable roadmaps in-house to get assured results like branding, user engagement and business leads.

Clients Served	Geo-Targetting	Specific Outcomes
80+	West Europe	Lead Generation
	Scandinavia	Online Traffic
	APAC	Custom Engagement Models <small>(viz: Whitepaper downloads)</small>
	Australasia	
	North America	

*\*\*clients specific to content marketing only*

## Benefits

Increase in video viewership, whitepaper downloads, info graphics download, podcasts registration, e-Book signup from multiple channels

– all leads to

- Brand Awareness;
- Thought Leadership;
- Business Leads;
- Web Traffic;



## Features

We follow a uniform channel/ medium distribution strategy for newer verticals. Prominent mediums/methodologies include — all leads to

- Video Promotions;
- Press Releases;
- Interview Promotions;
- Whitepapers and Product Catalogue promotions;
- eBook and Info graphics promotions;
- And, more;

*Pulpandpaper Technology, is capable in carrying out content marketing programs targetting various geo-locations and audience segment for clients spread across the globe. [www.pulpandpaper-technology.com](http://www.pulpandpaper-technology.com)*

**" Qualified and Verified Lead Generation is part of every content marketing activity that we do."**

We consider each and every content marketing program as very unique and we understand that it is something that doesn't have a tailor made solution. Each project warrants a dedicated session with the client to understand their specific goals and vision.

## Product Launch (US\$ 500)

We launch our clients products with perfect marketing strategy to improve customer connect. We always try to improve, define and design their business. Our product launch strategies involve promoting services and products using various digital channels to reach consumers at the right time through their preferred channel.

***We enhance your product visibility in a bespoke manner!***

## Press Releases (US\$ 300)

Our press releases enhance customer engagement, acquisition and retention with unique, personalized and high quality content. Press releases are the most preferred marketing channel to broadcast targeted organization messages and campaigns to existing and prospective customers.

***Improving your Business's Landscape!***

## Interviews (US\$ 500)

Our editorial team helps to publish your interview on our website to enhance your online reputation and business production. We provide highly professional content of your interviews ensuring high quality.

Let the world know about your company through interviews!

## White Papers (US\$ 300)

Our large collection of white papers defines well-defined strategies that can effectively talk about latest updates, trends, and developments etc with the customers at large.

***We Deliver your Company's value through Informative White Papers!***

## Case Studies (US\$ 300)

Pulp & Paper Technology Case Studies seamlessly deliver marketing initiatives with flexible and scalable solutions. They facilitate mapping of right channels across right geographies for the right products and services.

***Delivering consistent message across various channels!***

For details of our capabilities, past testimonial references and rate card, please get in touch at – [getlisted@pulpandpaper-technology.com](mailto:getlisted@pulpandpaper-technology.com)



# WEBINARS

Pulpandpaper Technology live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front of a larger section of audience without the travel costs. Our fully customizable webinars can be used for customer training, educating potential buyers on your new launches, developments, products or other events. We can help you reach your target audience and generate highly qualified sales leads.

## Features

- Access all your webinar features and functions from one interface
- Manage Power Point slides
- Promoting the live webinar through a wide range of services including email blast, e-newsletter placement, inclusion in calendar of events, social media promotion, and placing banner on our home page
- Analytics to Track Registered Attendees
- Complete and simple registration management
- Possibility of .mp4 file of the webinar
- Chat, advanced polling, and survey functions

## Benefits

- Use the webinar as a platform to launch new products and services
- Grow your audience with increased reach, impact and user-friendliness
- Rise above geographical boundaries
- Generate new business
- Gain the strong web presence differentiating yourself from competitors
- Connect and engage with your target audience
- Give more exposure to industry specific people
- Increase your brand profile and share your capabilities with leading industry professionals

## Pricing: US \$10,000

### Services Offered:

- Total 3 e-Mail marketing, 2 pre and 1 post
- LinkedIn, Facebook, Twitter and Google Plus promotion
- Pop up banner for 3 days

# SOCIAL MEDIA MARKETING

Social media is the medium of choice that provokes the best response from the audience. Our social media marketing techniques will spark the audience's curiosity making them engage with your product.

Using social media tactics, we help you bring your product into spotlight. Gaining steep and complicated learning curve is possible with effective social media strategies. Socially engaged brand opens up opportunities for greater interaction and innovations. Our Social media marketing results in higher conversion rates in a few distinct ways

***Social Media Marketing – Boosts your brand's voice and content!***





## MAJOR CLIENTS



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## EVENT GROUP PARTNERS

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## KNOWLEDGE PARTNERS

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