

Creating Digital Conversations With the C-Suite

CEO.DIGITAL MEDIA KIT

September 2021



ABOUT

DIGITAL INSIGHTS FOR THE C-SUITE

Thought Leadership | Networking Events | Podcasts

CEO.digital is a tech & digital insights hub for the C-Suite, including news and analysis from the world's leading technology brands and companies.

Our cutting-edge thought leadership reaches a community of over 330,000+ C-Suite executives worldwide.

Through our thought leadership, reports, white papers, podcasts and more, we aim to create new digital connections between decision-makers and world-leading tech companies.



OUR AUDIENCE

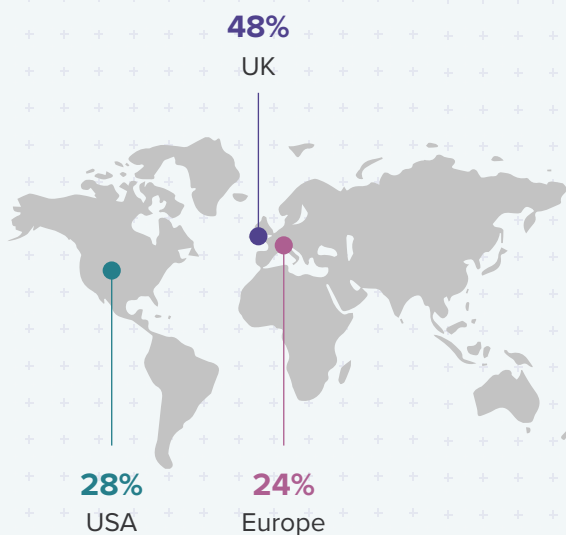
SENIORITY



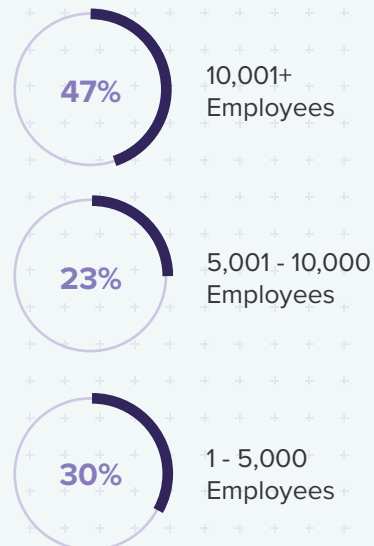
SOUGHT AFTER JOB TITLES

CTO	CDO
CIO	CFO
CISO	CMO
COO	CHRO
IT Director	Head of Technology
Head of IT	Managing Director
Head of Digital	Finance Director
SVP IT	HR Director

REGION



COMPANY SIZE



INDUSTRY



DIGITAL CONNECTIONS



330,000+
Industry Decision Makers



200+
Meetings Confirmed



1,600+
Leads Generated



1,000+
Webinars & Events Registrations



180+
Content Pieces Created



21,790
LinkedIn Reach



12,904
Social Network



19.5%
Newsletter Open Rate



+72%
Year-on-Year Website Traffic



+65%
Year-on-Year Website Page View

PACKAGES

	STARTER PACKAGE From £3,060 / mo	PROFESSIONAL PACKAGE From £4,980 / mo	ENTERPRISE PACKAGE From £9,540 / mo
Innovator Portal Establish your brand and senior execs as thought leaders with a dedicated hub for your syndicated and original CEO.digital content.	Includes company bio and logo	Includes company bio and logo	Includes company bio and logo
Content Syndication Share your cutting-edge content with CEO.digital's global community of C-Suite execs – and enhance your SEO with backlinks.	Up to 4 ungated pieces per quarter	Up to 6 pieces per quarter (2 gated and 4 non gated)	Up to 8 pieces per quarter (4 gated and 4 non gated)
Original Content Published on CEO.digital The CEO.digital editorial team will create new articles relevant to your brand, shining a light on your unique proposition and news.	1 article per quarter	2 articles per quarter	3 articles per quarter
Display Banners It's time to get your brand and your message in front of your targets. Increase your exposure with banners on CEO.digital.	Homepage rotation + blog pages Below the fold	Homepage rotation + blog pages Below the fold	Homepage rotation + blog pages Above the fold
Social Selling Open a new avenue to spread your brand's message with regular, featured posts to our senior networks on Twitter and LinkedIn.	2 organic posts per month on Twitter and LinkedIn	4 organic posts per month on Twitter and LinkedIn	6 organic posts per month on Twitter and LinkedIn
Bespoke Email CEO.digital's community is global, senior, and engaged. Perfect for creating new business opportunities with targeted email marketing campaigns.	1 email per quarter promoting content and sent to target industry dataset + 1 follow-up	2 emails per quarter promoting content and sent to target industry dataset + 2 follow-ups	3 emails per quarter promoting content and sent to target industry dataset + 3 follow-ups
Paid Social + PPC We round off the Enterprise package with a paid social campaign and PPC activity through CEO.digital to get you hyper-targeted leads.	10% campaign budget as standard	10% campaign budget as standard	10% campaign budget as standard
Retargeting Campaign Monthly ads to promote your content to past users to the site, making sure you reach your targets and they remember you.	10% campaign budget as standard	10% campaign budget as standard	10% campaign budget as standard
Monthly Reporting Your dedicated account manager will provide you with a monthly report on the effectiveness and reach of your campaign.	Full campaign reporting and analytics	Full campaign reporting and analytics	Full campaign reporting and analytics
Target Industry Database Build Our database consists of 330K decision makers across the EU, US and UK. We'll build you a bespoke dataset to promote your content.	-	500 contacts	1,000 contacts
Lead Generation Programme Lead generation via social media & dedicated email marketing help you convert new business through our proven campaign strategies.	-	15+ per quarter	30+ per quarter
Thought Leadership Content Piece The CEO.digital editorial team will create new, original content to help promote your brand in the last month of the campaign – getting you extra exposure.	-	1 gated piece created and published per quarter	1 gated piece created and published per quarter
Website Skin Sponsorship A full website skin rebrand, this is your chance to take over our website and get your brand recognised. Home page and blogs inclusive.	-	-	3 days per quarter

PROJECT-BASED SERVICES

PAID ADVERTISING CAMPAIGNS

From £2,000 / mo

- Management of paid LinkedIn campaigns
- Management of retargeting campaigns through CEO.digital
- Management of paid Twitter campaigns
 - Up to £2K/month spend (includes a 20% management fee)
 - £2K - £5K/month spend (includes a 15% management fee)
 - Between 5K and 10K (includes a 12.5% management fee)
 - £10K+/mo spend (includes a 10% management fee)

MARKETING OF CLIENT EVENT

From £7,450 / mo

- Event hosted on CEO.digital
- Form & lead management – leads who register get shared with client
- Targeted database build – min of 750 contacts matching industry and job criteria
- 6-week event promotion to dataset
- Up to 4 bespoke emails
- Inclusion of event banner in 1 newsletter within the 6 weeks
- 4 organic social media posts via LinkedIn & Twitter
- 1 paid social media post – 5% campaign spend
- Campaign report supplied post-event

ALL PACKAGES ARE SUBJECT TO:

- Minimum 3-month commitment
- 1 month's notice cancellation notice

OUR CLIENTS

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We were impressed at the level of quality leads that came through via the CEO.digital campaign.

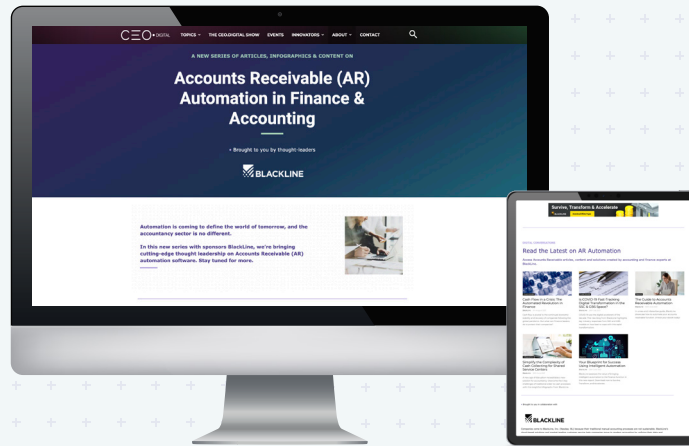
James Huntingdon

Digital/Social Marketing Manager, Microsoft

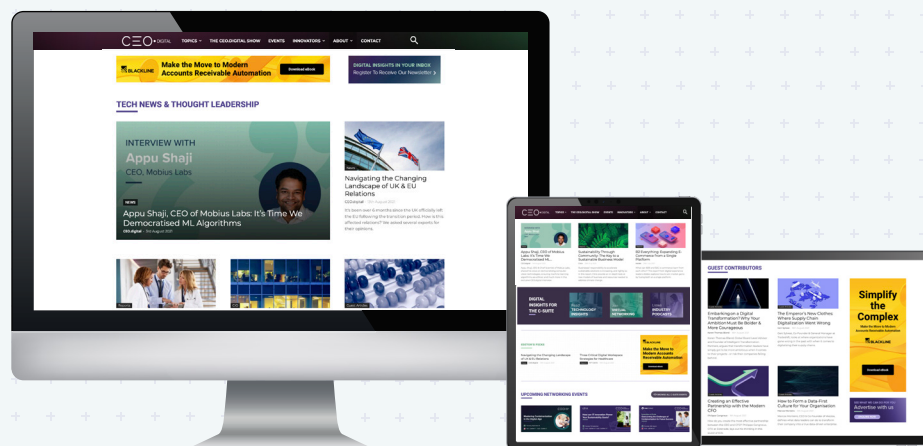


CONTENT & DESIGN

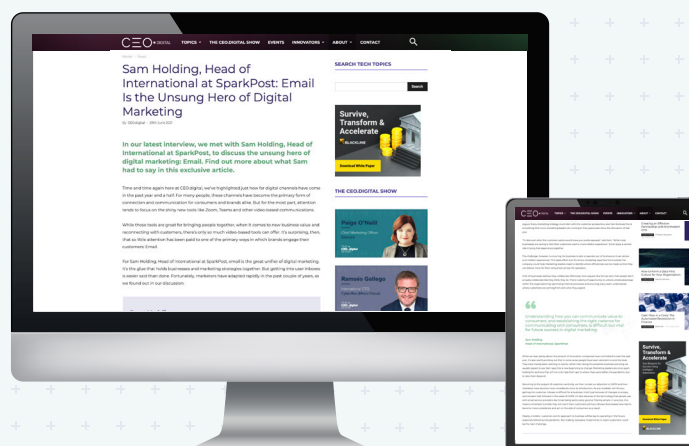
INNOVATOR PORTAL



DISPLAY BANNERS - HOMEPAGE [Above the Fold | MPU | Skyscraper]



DISPLAY BANNERS - GUEST POST [MPU | Skyscraper]





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