

Ideal Client Profile | Enterprise

**Segment:** B2B Enterprise Marketing**Target industry:** Healthcare, Software, Financial Services, Insurance**Target Titles:** Marketing Manager, Digital Marketing Manager, Senior Marketing Manager, Demand Generation Manager, Brand Marketing Manager**Other Titles:** Director of Marketing, VP of Marketing, Sales Director, VP of Sales, CEO

Reference Customers: Gen Publishing, Biocompare, PMC

Henry Schein, Cigna, Disney, Nihon Kohden

Content Creation: Regularly producing customer or prospect-facing content (8-10x per year)**Content Types:** Lead Magnets (eBooks, White Papers, Case Studies), Newsletters, Magazines, Sales/Marketing Collateral (Brochures), Catalogs**Positioning:** Brand-Oriented, Higher End Positioning, Care About Customer Experience and Public Perception, Public Relations is a Focus**Challenges** (Work these into your pitches/messaging):

- Lots of competition. How can my brand stand out?
- Delivering a top quality customer journey from prospect through customer
- Not enough leads
 - Can't drive enough traffic to content
- Too many leads of poor quality
- Content management/version control
- Too many digital platforms to manage and integrate
- Seen as a cost center. Which investment is going to give me a provable return?
- Accessibility - regulations (especially for Higher Education)

Our Uniques

1. Replica AND Digital-first platforms (full breadth of digital publishing options)
2. Full featured software at every license level
 - a. Don't charge extra for bandwidth
3. Culture of Caring
 - a. Partner Advocates and Account Managers for every account - not just enterprise level ones
 - b. Best Places to Work in PA / Ethics In Business / WorldBlu
 - c. Open ear for custom development/wacky client ideas

Our Guarantee

30 days - like it or leave it. Offered on a case-by-case basis.

How Nxtbook Media helps them:

- **Enhanced Customer/Prospect Experience** - Elevate user experience and brand presence
 - A sophisticated, awesome-on-any-device, content experience fit for modern buyers that distinguishes your brand from the crowd.
 - Build community around your brand with structured multimedia-friendly experiences (newsletters, magazines, monthly updates).
 - Version control - With Nxtbook's platforms, the sales team isn't sending outdated white paper PDFs they downloaded three years ago.
 - Securely distribute newsletters without worrying your competition will get them (unlike email or blogs).
- **Lead generation**
 - SEO-friendly content that keeps prospects engaged longer than web pages/blogs.
 - Easily shareable on social and via email (share to a specific page as well).
 - Gated or ungated access. In-content gating, give them a preview before CTA.
 - Leverage nxtbook.com's domain authority to help your content rank in Google
- **ROI reporting** - Proveable ROI
 - Longer engagement than websites and PDFs. Trusted 3rd party analytics to prove it.
 - Impressed prospects = higher quality leads.
 - Analytics help guide future content development. Know what people want.
- **Too many platforms to manage** - Ease-of-use, unrivaled support
 - We take care of the coding and hosting.
 - No technical knowledge required.
 - Version control/consistent messaging - publish once/update everywhere.
 - An experienced, reliable partner there to support your goals.

Ideal Client Profile | Higher Education



Segment: Education

Target industry: Higher Education

Target Titles: Creative Director, Communications Director, Enrollment

Other Titles: Alumni Relations Director, Audience Development

Reference Education Customers: University of Pennsylvania, Moravian College, Vassar College, Endicott College

Content Creation: Regularly producing content designed to drive enrollment, increase current student engagement, or drive alumni relations.

Content Types: Campus guides, alumni relations magazine

Positioning: Higher-end focus

Challenges (Work these into your pitches/messaging):

- Lots of competition. How can my brand stand out?
- Delivering a top quality customer journey from prospect through customer
- Standardizing digital publications across a large organization with many different contributors
- Engaging alumni/donors
- Driving alumni contributions
- Accessibility

Our Uniques

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 - b. Best Places to Work in PA / Ethics In Business / WorldBlu
 - c. Open ear for custom development/wacky client ideas

Our Guarantee

30 days - like it or leave it. Offered on a case-by-case basis.

How Nxtbook Media helps them:

- **Enhanced Student/Prospect Experience**

- A sophisticated, awesome-on-any-device, content experience fit for modern buyers that distinguishes your brand from the crowd.
- Build community around your brand with structured multimedia-friendly experiences (newsletters, magazines, monthly updates). Tie all of your assets together into one curated, responsive package.
- Integrated calls-to-action to drive donations and further engagement
- Securely distribute newsletters without worrying your competition will get them (unlike email or blogs).
- Accessibility options to ensure compliance and optimal user experience

- **Lead generation**

- SEO-friendly content that keeps prospects engaged longer than web pages/blogs.
- Easily shareable on social and via email (share to a specific page as well). Great for donations.

- **ROI reporting - Proveable ROI**

- Longer engagement than websites and PDFs. Trusted 3rd party analytics to prove it.
- Impressed prospects = higher quality leads.
- Analytics help guide future content development. Know what people want.

- **Too many platforms to manage - Ease-of-use, unrivaled support**

- We take care of the coding and hosting.
- No technical knowledge required.
- Version control/consistent messaging - publish once/update everywhere.
- An experienced, reliable partner there to support your goals.

Ideal Client Profile | Association



Segment: Association

Target industry: Technology, Education,

Target Titles: Marketing Manager, Digital Marketing Manager, Online Editor

Other Titles: Director of Marketing, VP of Marketing, Sales Director, VP of Sales, CEO

Reference Customers: IEEE, AGA, NACD, AISES

Content Creation: Regularly producing customer or prospect-facing content (at least 8-10x per year)

Content Types: Magazines, Journals, White Papers

Positioning: Brand-Oriented, Higher End Positioning, Care About Customer Experience and Public Perception

Challenges (Work these into your pitches/messaging):

- Driving member engagement and renewals (building a brand community)
- Drive new member sign-ups
- Need to deliver an experience that matches the perception of being the standard-bearer for an industry
- May need to compete with rival associations for members
- Attract high quality contributors and board members
- Attract advertisers
- Drive event registrations and attendance

Our Uniques

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 - a. Partner Advocates and Account Managers for every account - not just enterprise level ones
 - b. Best Places to Work in PA / Ethics In Business / WorldBlu
 - c. Open ear for custom development/wacky client ideas

Our Guarantee

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How Nxtbook Media helps them:

• **Enhanced Member/Prospect Experience**

- A sophisticated, awesome-on-any-device, content experience fit for modern readers that distinguishes your association from the crowd.
- Build community around your brand with structured multimedia-friendly experiences (newsletters, magazines, monthly updates).
- Securely distribute newsletters without worrying your competition will get them (unlike email or blogs).

• **Lead generation**

- SEO-friendly content that keeps prospects engaged longer than web pages/blogs. Great for driving advertising revenue.
- Easily shareable on social and via email (share to a specific page as well).
- Gated or ungated access. In-content gating, give them a preview before CTA.
- Leverage nxtbook.com's domain authority to help your content rank in Google.

• **ROI reporting - Proveable ROI**

- Longer engagement than websites and PDFs. Trusted 3rd party analytics to prove it.
- Analytics help guide future content development. Know what people want.

• **Ease-of-use, unrivaled support**

- We take care of the coding and hosting.
- No technical knowledge required.
- Version control/consistent messaging - publish once/update everywhere.
- An experienced, reliable partner with nearly 20 years of experience here to support your goals.