

Lead Engagement Program

Leverage a 3-Touch nurturing program to promote your company's event, product or solution to Aviation Week's defense, space & security audience!

- Aviation Week Network provides an audience of up to 5,000 contacts based on the client's target audience requirements.
- A storyboard of 3 touches is developed jointly with the client.
- Aviation Week Network designs and writes email copy for 3 touch points and associated landing page copy
- Optional custom registration forms are developed to capture additional lead qualification data for engaged contacts.
- Emails are sent to the target audience on a weekly basis, over 3 – 4 weeks as agreed upon by client.
- Client is responsible for providing content that maps to the storyboard value proposition. Custom content for program quoted at additional cost.
- Summary reporting will be made available at the end of the program.

