

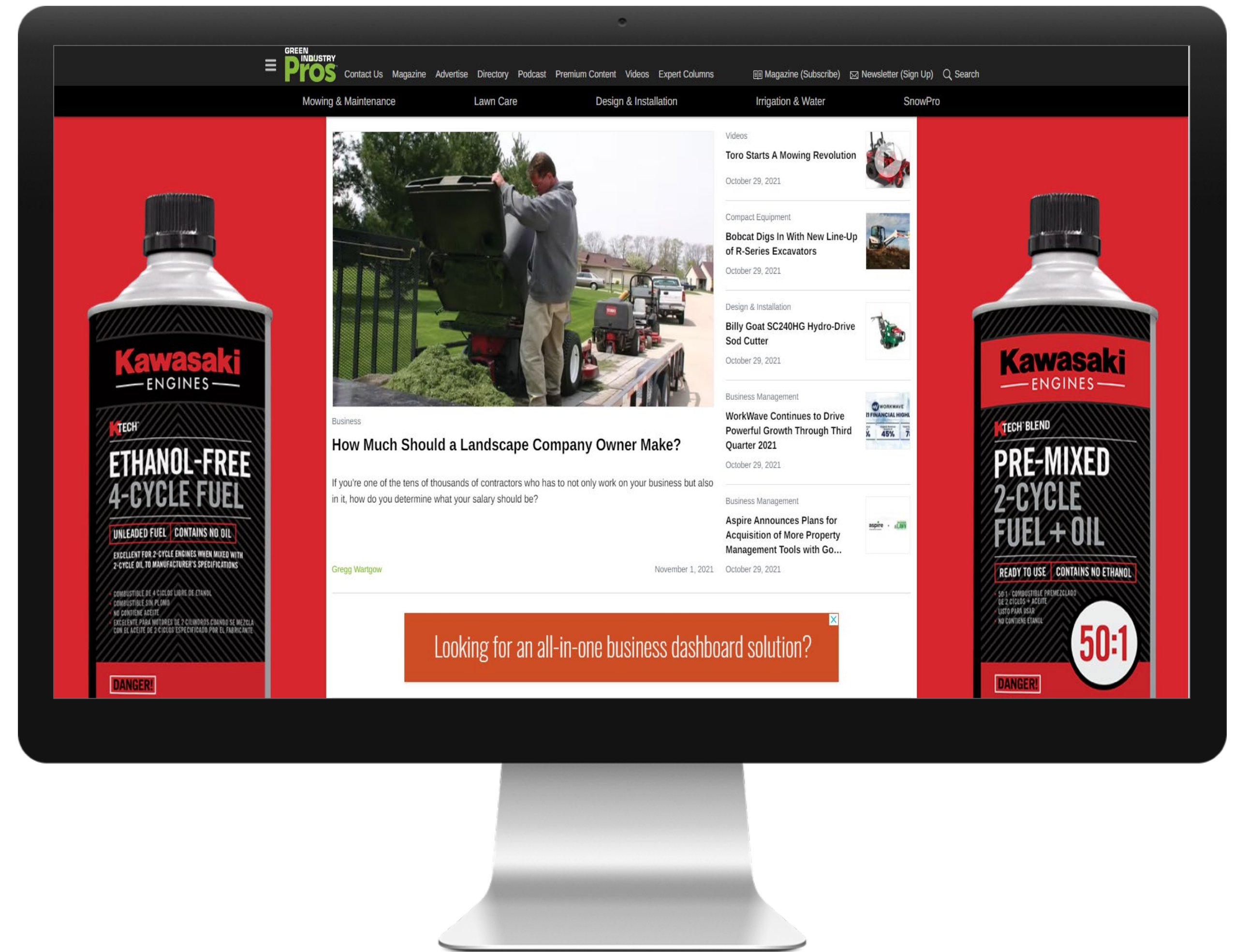


GREEN INDUSTRY Pros™

THE MOST INNOVATIVE RESOURCE FOR LANDSCAPE PROFESSIONALS

Green Industry Pros, published six times a year by AC Business Media, keeps landscape contractors and outdoor power equipment dealers on top of the latest products, trends and business strategies. With a long tenured brand in the landscaping market, we have a decade's worth of strong publication, and the most impactful digital media options in the industry.

Our digital product offerings are second to none. With media products ranging from digital newsletters and content marketing to video and social media, we have the most innovative offerings to drive marketing success for equipment, product and technology dealers.

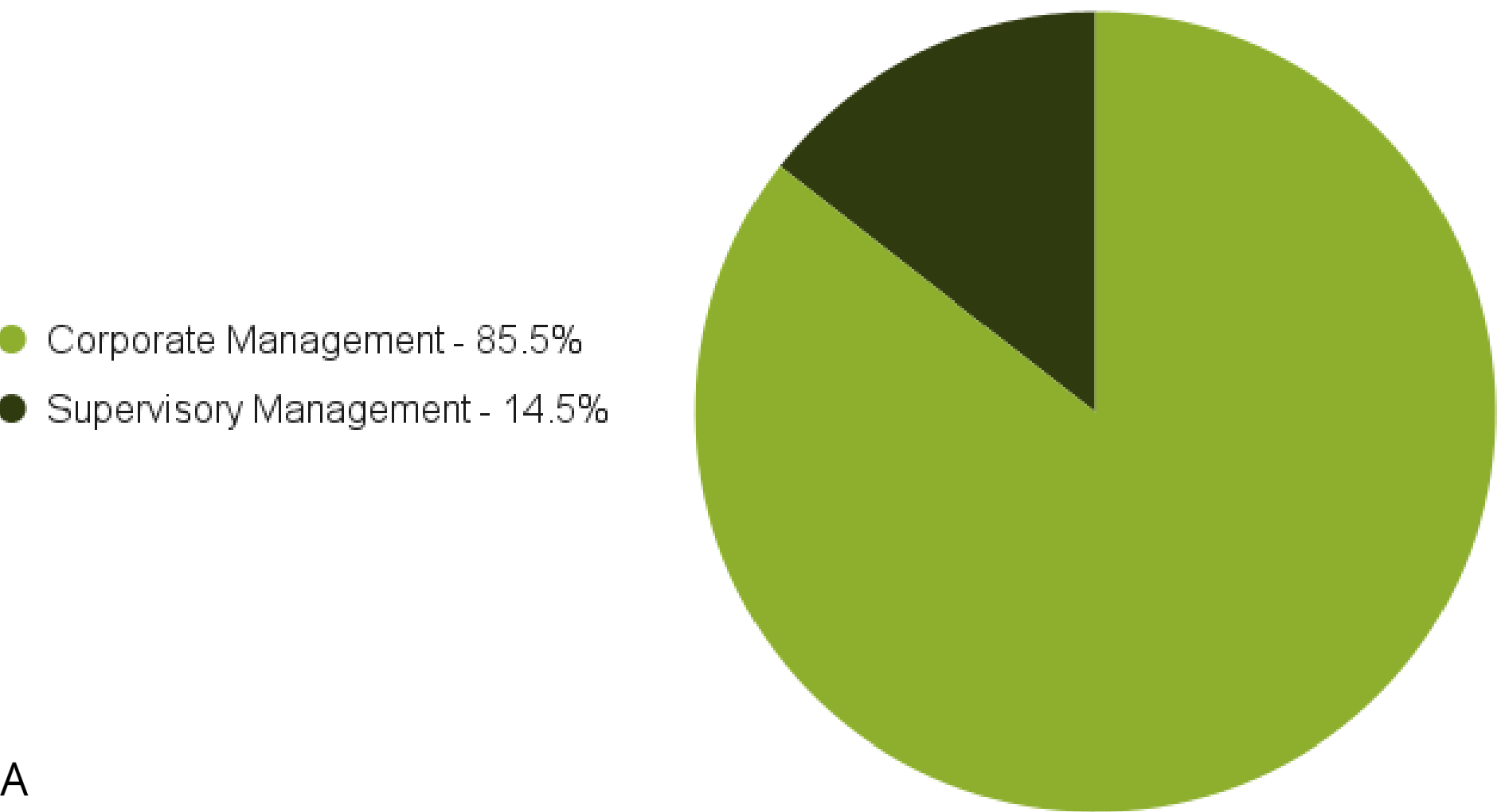


LANDSCAPE AUDIENCE SNAPSHOT

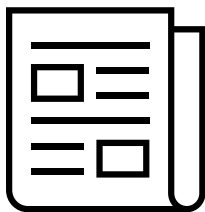
Green Industry Pros' offers the largest reach available in the lawn care and maintenance industry. Our platform is used to target decision makers by using a combination of trusted print publications and daily online content to inform them of top news, data and equipment.

WE PROVIDE LANDSCAPE CONTRACTORS & POWER EQUIPMENT DEALERS with fresh, relevant content delivered through industry-leading digital properties, magazines, newsletters, eblasts, videos, webinars, podcasts, whitepapers, social media sites and more.

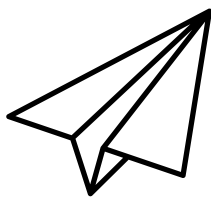
TOP SUBSCRIBER JOB TITLES



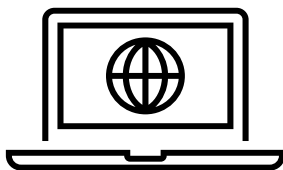
NETWORK AUDIENCE



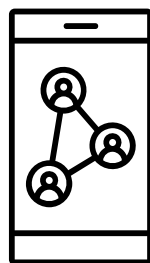
62,017 MAGAZINE SUBSCRIBERS*



37,900+ NEWSLETTER SUBSCRIBERS*



72,700+ AVG. MONTHLY
WEBSITE VISITORS**



21,000+ SOCIAL FOLLOWERS/FANS

*COMPILED PUBLISHER'S DATA

**JULY - DECEMBER 2021 DATA PROVIDED BY GOOGLE ANALYTICS

RECOMMENDED PRODUCT STACKS

BRAND AWARENESS	WEBSITE TRAFFIC	PRODUCT LAUNCH	THOUGHT LEADERSHIP	LEAD GENERATION
Custom eNews	Email Marketing	eProduct Showcase	Microsite	Sponsored Content (Gated)
eNews Display Ad	Product Spotlight	Simulcast	Sponsored Content (Non-Gated)	Audience Journeys
Event Sponsorship	Native Display Ad	Email Marketing	Custom eNews	Webinar
inRead Ad Units	Native Extension	Product Spotlight	Podcast	Whitepaper
Microsite	Custom eNews	Native Display Ad	Event Sponsorship	Lead Catalyst
Pre-Roll Video	Social Media Advertising	Native Extension	Webinar	Microsite
Print Advertisements	Takeover Units (Reskin)	Social Media Advertising	Whitepaper	Event Sponsorship
Simulcast	Standard Online Display	Takeover Units (Reskin)	Audience Journeys	eProduct Showcase
Social Media Advertising	Audience Extension	Standard Online Display	Sponsored Content (Gated)	Email Marketing
Standard Online Display	eProduct Showcase	Audience Extension	inRead Ad Units	Social Media Advertising
Audience Extension	inRead Ad Units	Print Advertisements	Pre-Roll Video	Custom eNews
Leaders Program	Pre-Roll Video	Lead Catalyst	Simulcast	Product Spotlight
Takeover Units (Reskin)	Simulcast	inRead Ad Units	Native Display Ad	
Product Spotlight	eNews Display Ad	Pre-Roll Video	Native Extension	
Native Display Ad	Print Advertisements	Sponsored Content (Non-Gated)	Social Media Advertising	
Native Extension	Lead Catalyst	eNews Display Ad		
Podcast		Audience Journeys		
Sponsored Content (Non-Gated)		Microsite		
Audience Journeys		Sponsored Content (Gated)		
Email Marketing				
eProduct Showcase				

KEY

BEST

BETTER

GOOD

PRINT OPPORTUNITIES



CUSTOM PRINT OFFERINGS



Calendars

A useful tool for your customers while providing yearlong exposure for your brand



Inserts

Large format space, printed on heavier paper stock making it quickly found within the issue and easily removable to save for future reference.



Outserts

By polybagging with print, your marketing material is being delivered to a qualified audience in a high impact format. In addition to postage savings, your materials are the first readers see, even before opening the magazine.



Cover Positions

Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including False Covers, Belly Bands, Wraps, Bookmarks and more.



Tradeshow Promotions

ACBM offers turnkey trade show sponsorships which are enjoyable to the attendee all while enhancing your brand and driving traffic to your booth.



Sponsored Content Insert

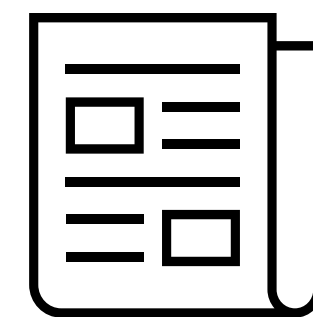
Work with editorial to develop a topic that is of high interest to our readers and is presented as an insert with sponsorship recognition and branding. Take it to the next level and turn this insert into an interactive microsite with enhanced graphics, content and tools to enhance the user experience.





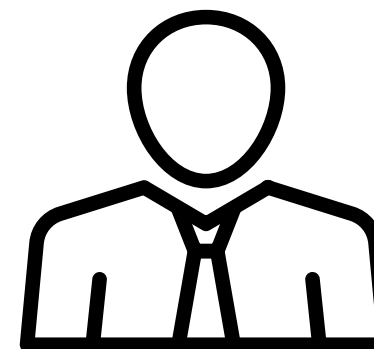
A LEADING VOICE IN THE LANDSCAPING COMMUNITY

that keeps landscape contractors and equipment dealers on top of the latest products, trends, technologies and business strategies that help with growth, productivity and profitability for their operations.



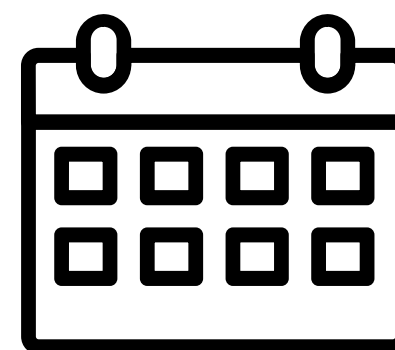
6 ISSUES PER YEAR

62,017 MAGAZINE SUBSCRIBERS*

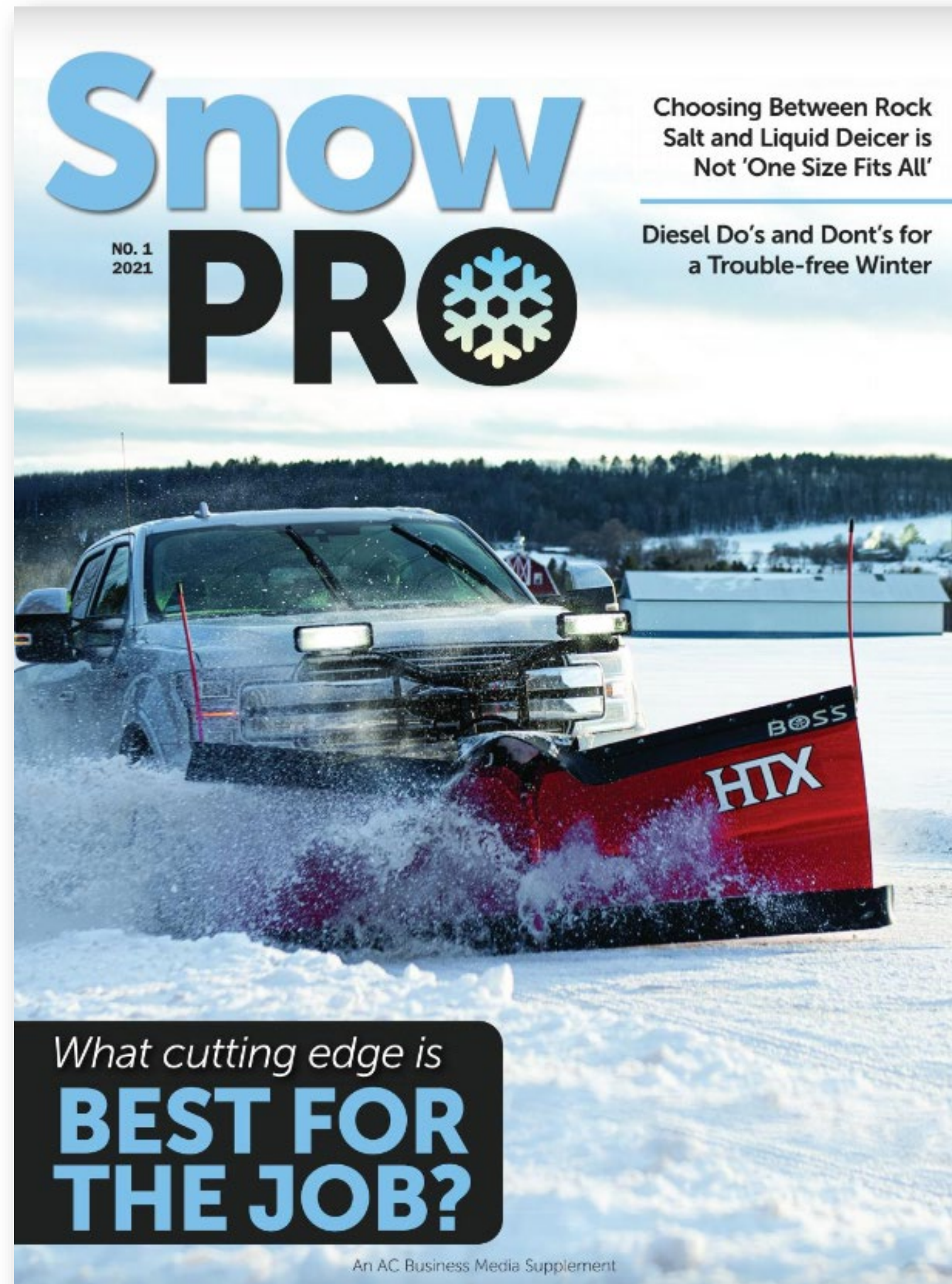


WHO WE REACH:

corporate management and supervisory personnel employed with landscape companies performing some combination of lawn maintenance, installation, lawn care, and irrigation as well as power equipment dealers.

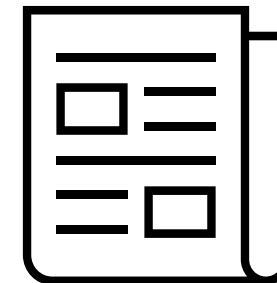


FULL EDITORIAL CALENDAR >>>

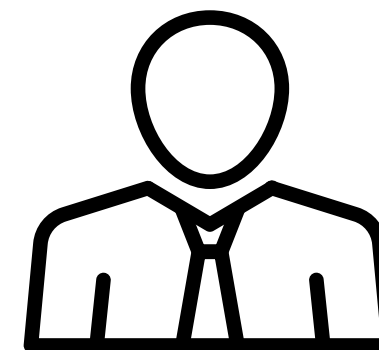


THE LARGEST AUDIENCE OF SNOW REMOVAL CONTRACTORS

Whether their summers are spent in landscaping or construction, we have their ear and their trust as they look to profitable winters, and with a reach to nearly 80K, your marketing can be amplified like never before. On top of that, by having a focus on only those areas with the strong snowfall totals, you can be assured your message is right on target.



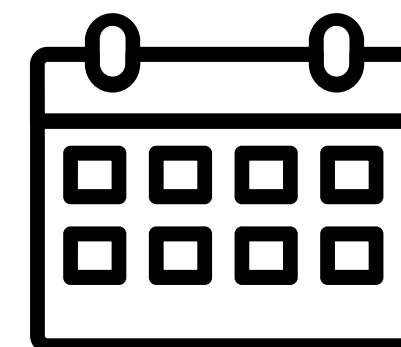
76,480 MAGAZINE SUBSCRIBERS*



PUBLISHED TWO TIMES ANNUALLY

as a companion publication in industry-leading magazines:

- **Green Industry Pros:** 32,572 landscape contractors and power equipment dealers.
- **Equipment Today:** 27,651 commercial construction professionals
- **Pavement Maintenance & Reconstruction:** 7,016 pavement maintenance contractors
- **Concrete Contractor:** 9,241 concrete contractors



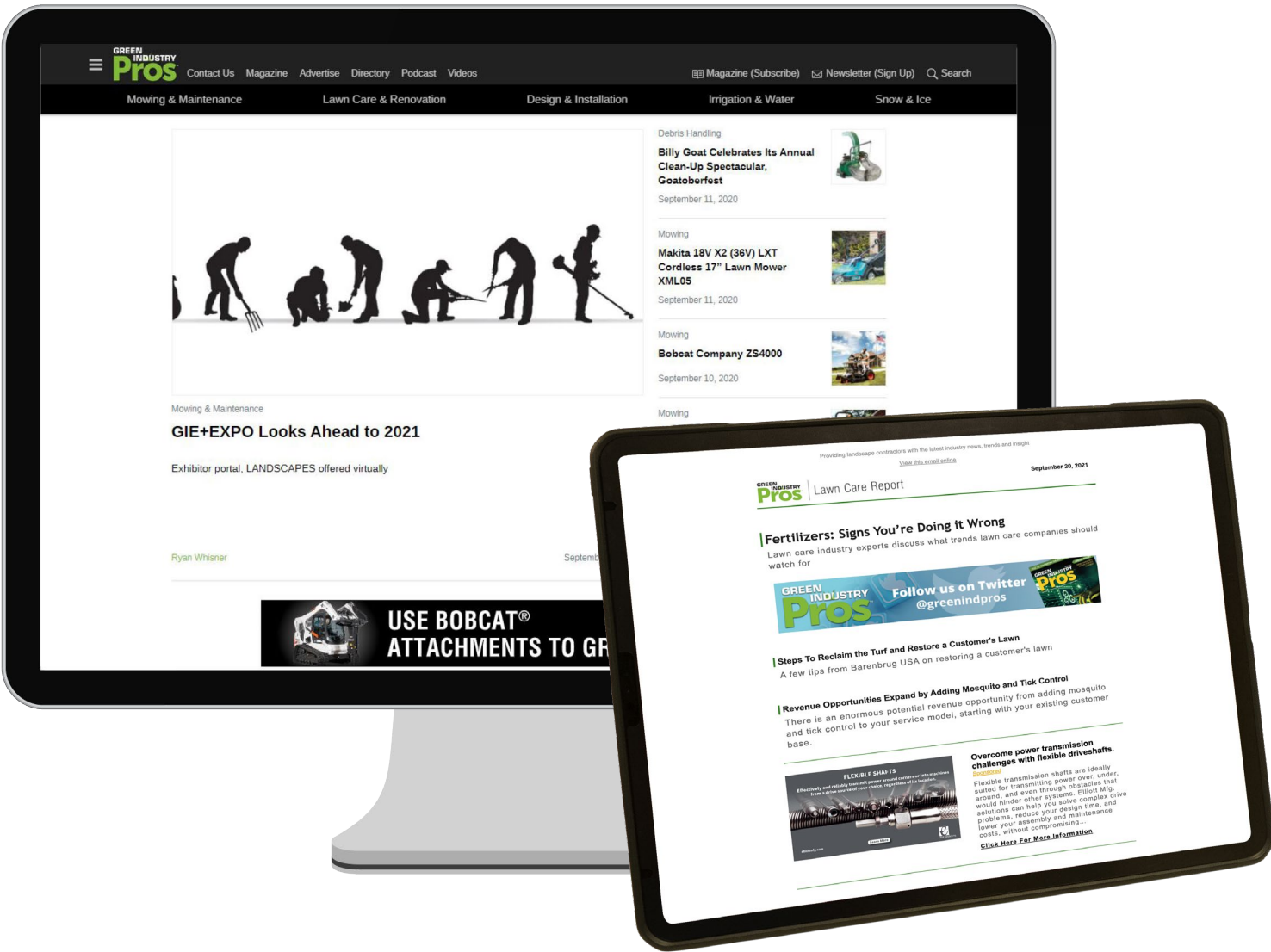
[VIEW FULL INFORMATION SHEET](#) >>>

DIGITAL CAPABILITIES

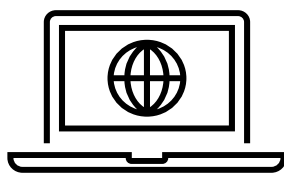


GREEN INDUSTRY PROS' WEBSITE FOOTPRINT

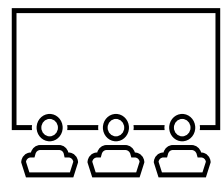
GreenIndustryPros.com provides **Landscape Contractors & Power Equipment Dealers** with the latest in news, products, trends, and technologies. In addition to keeping contractors informed of the most up to date industry information, we provide unique and compelling content, interviews with leading industry figures, regular videos and podcasts on topics impacting the industry, and more!



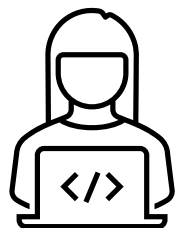
NETWORK AUDIENCE



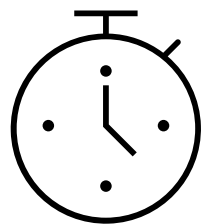
72,700+ AVERAGE UNIQUE VISITORS/MONTH



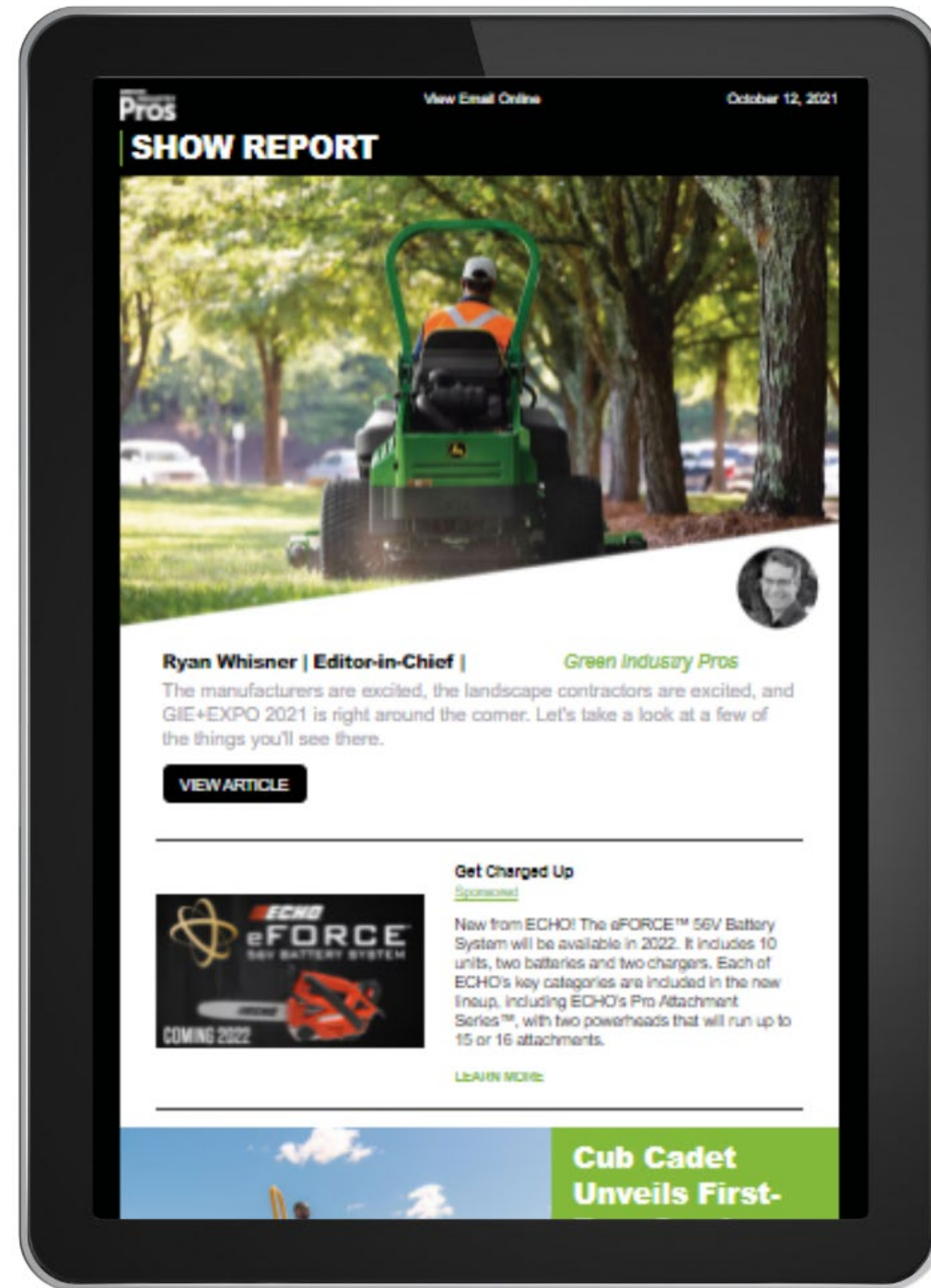
107,500+ AVERAGE PAGEVIEWS/MONTH



80,000+ AVERAGE SESSIONS/MONTH



1:06 AVERAGE SESSION DURATION



LANDSCAPE NEWSLETTERS



37,900+ TOTAL SUBSCRIBERS

Our digital Newsletters receive an average open rate of **17%**. These mailings curate the most relevant content from our core websites and print publications, distributing them to active subscribers.

AVAILABLE AD UNITS IN EACH ISSUE

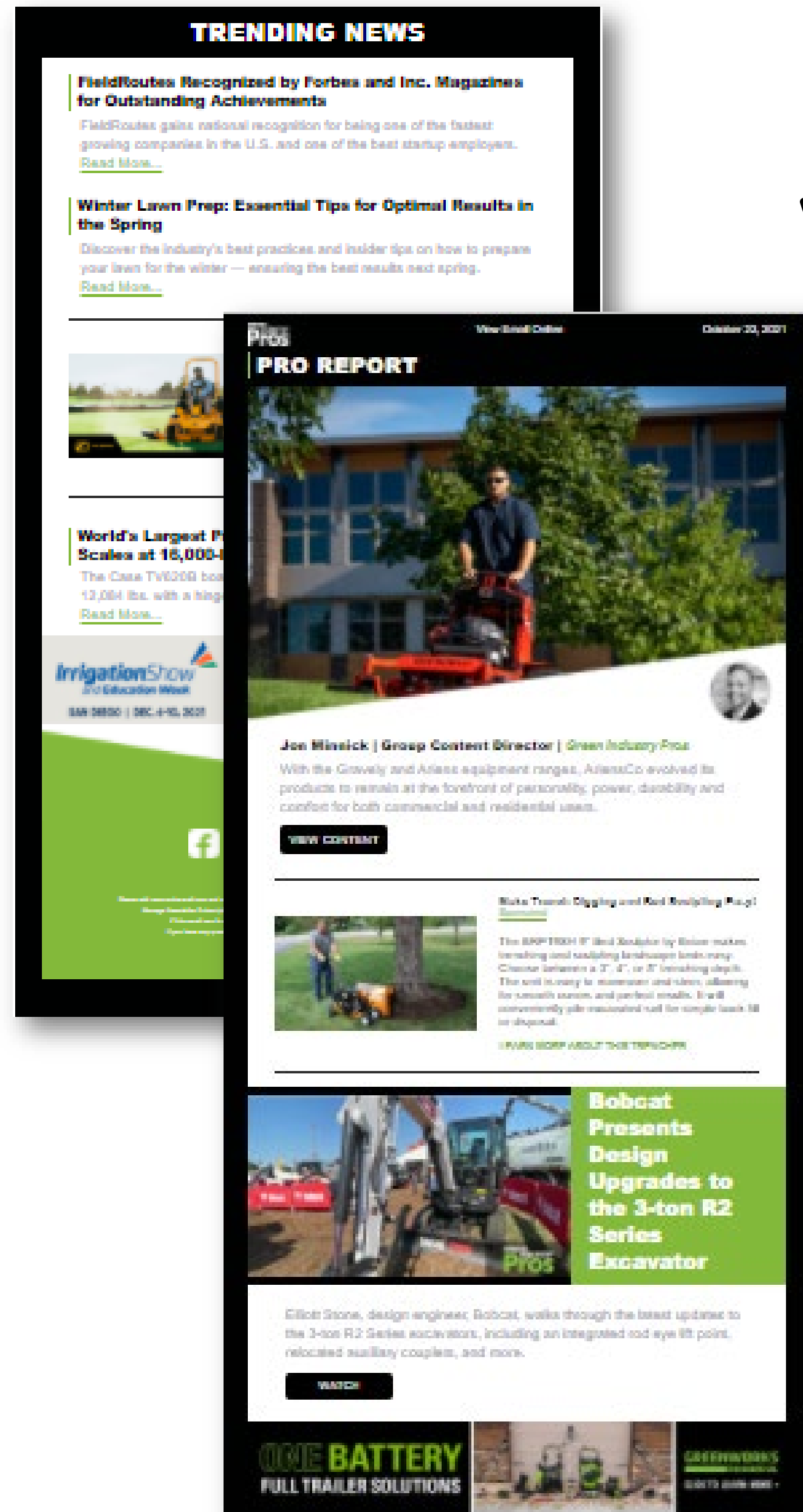
NEWSLETTER

LEADERBOARD

600x100 static JPG, GIF, or PNG is required (static or animated)

SPONSORED PLACEMENT

320x180 image, 5-7 Word Headline, and 300 Character Description



NEWSLETTERS

THE PRO REPORT

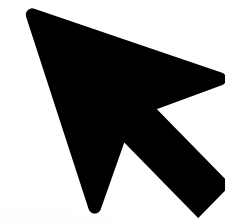
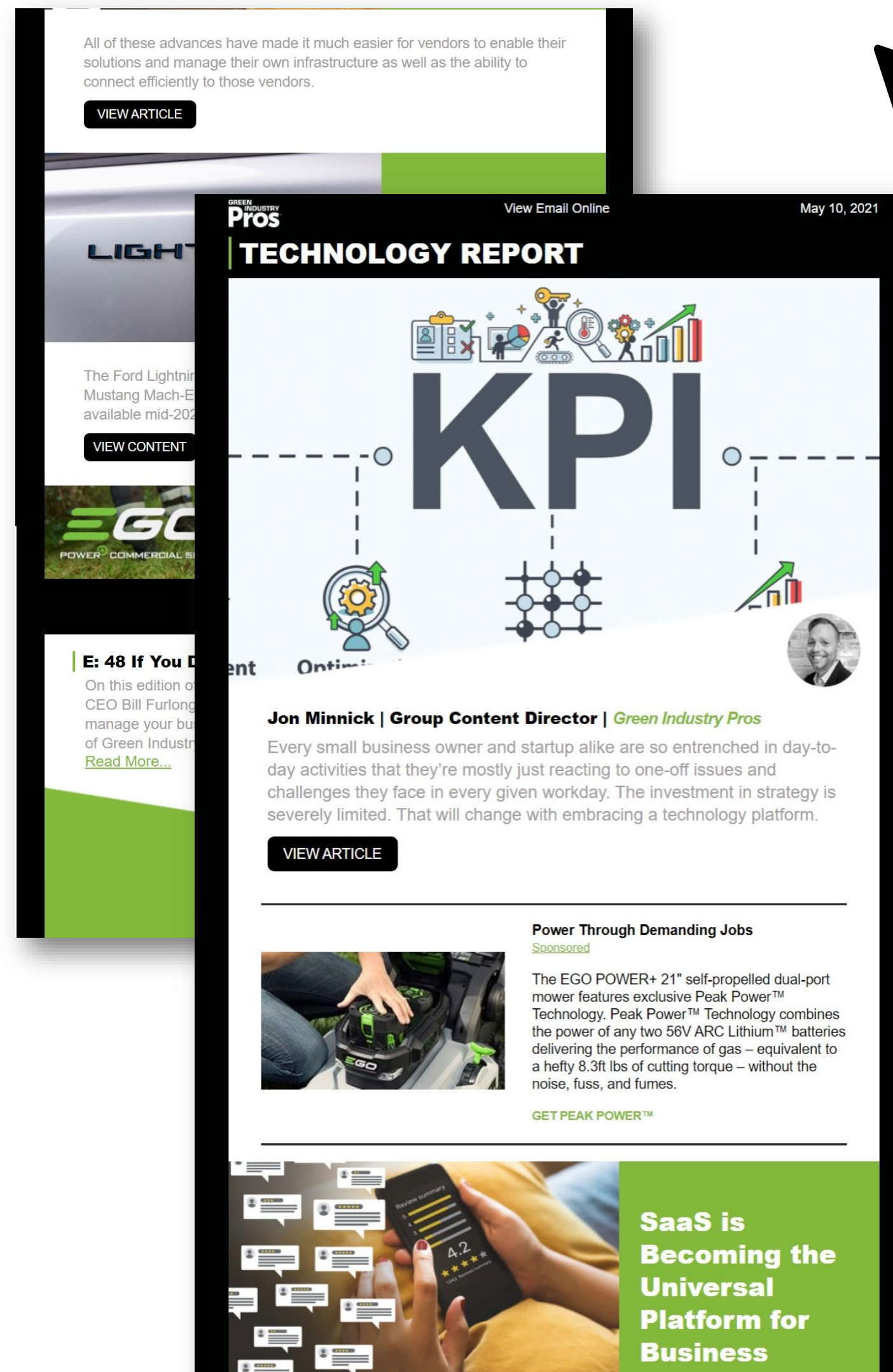
Providing landscape contractors and equipment dealers with the latest industry news, product trends and management tips.

DEPLOYMENT: Weekly

SUBSCRIBERS: 35,200+

[VIEW EXAMPLE](#)

Note: Newsletter Subscribers is Publishers Data July - December 2021



EXCLUSIVE NEWSLETTERS

TECHNOLOGY REPORT

Giving small-medium sized landscape contractors in the early stages of technology exploration and adoption information on how such tools may impact their productivity as well as new ideas and opportunities to consider implementing in their own business.

DEPLOYMENT: Distributed through sponsorships

SUBSCRIBERS: 35,200+

[VIEW EXAMPLE](#)

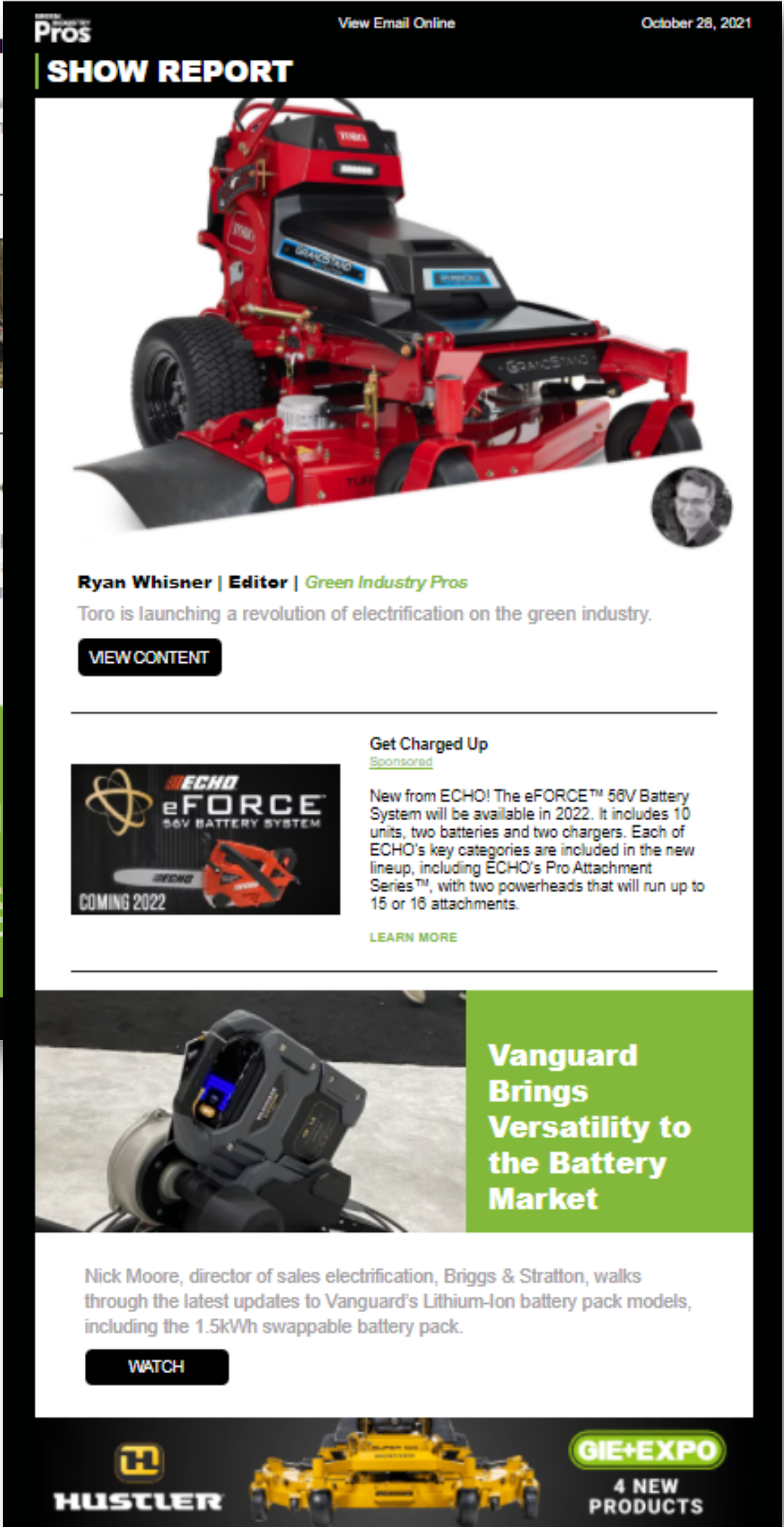
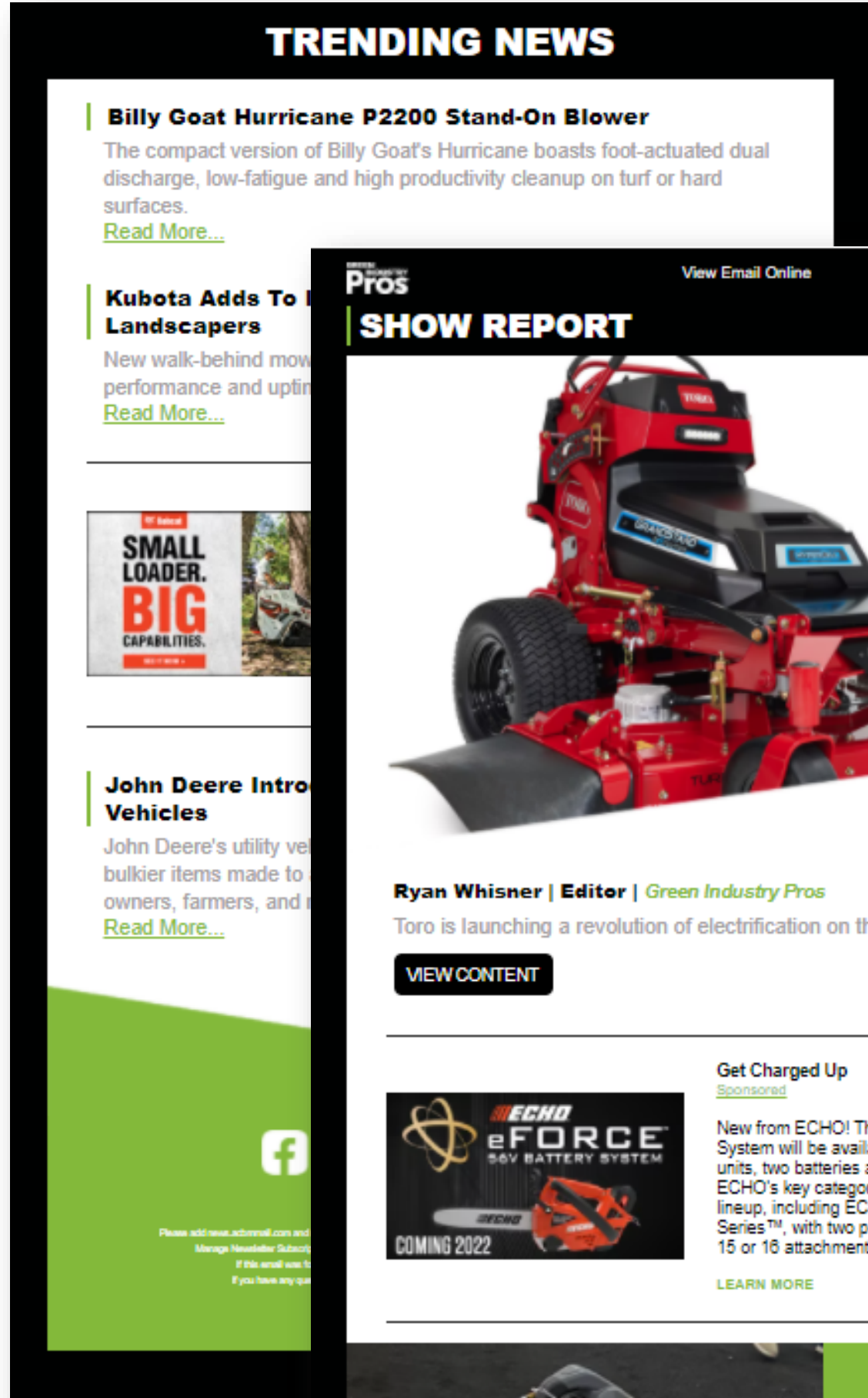
LAWN CARE

Providing lawn care companies, the trends, products and technology driving the landscaping industry forward.

DEPLOYMENT: Distributed through sponsorships

SUBSCRIBERS: 36,600+

[VIEW EXAMPLE](#)



TRADE SHOW NEWSLETTER

SHOW REPORT

Providing landscape contractors and equipment dealers with the pre- & post-show news and product reports from top exhibitions such as SIMA, EQUIP EXPOSITION and more.

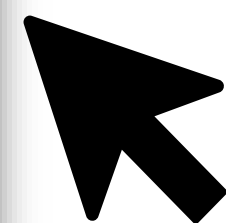
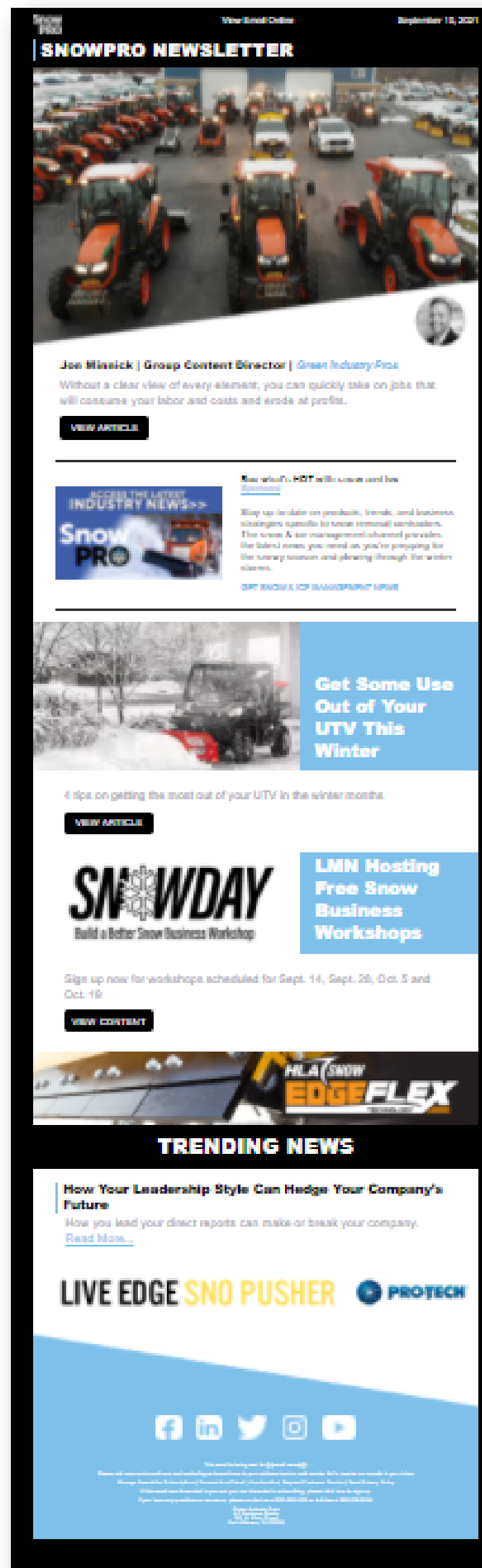
DEPLOYMENT: Distributed through sponsorships

[VIEW EXAMPLE](#)

**SHOW EXAMPLE:
EQUIP EXPOSITION**



****SUBSCRIBERS: 35,200+**



NEWSLETTERS

SNOWPRO NEWSLETTER

Delivered to subscribers in the highest annual snowfall regions.

DEPLOYMENT: August, September, October, November, December, January, February

SUBSCRIBERS: 44,000+

[VIEW EXAMPLE](#)

SHOW REPORT NEWSLETTER

Providing experts with the pre- & post-show news and product reports from top exhibitions

SHOW EXAMPLE: SIMA



***SUBSCRIBERS:** 79,200+

CUSTOM NEWSLETTERS

We can produce a fully customized Newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matter that are important to the audience and align well with your brand. You will be the exclusive sponsor of each distribution.

The exact target segment for a Custom Newsletter is determined by our audience development team, based on your direction, and will influence pricing.

PROMOTION INCLUDED IN EACH CUSTOM NEWSLETTER

- Client provided content: 1-2 main photos, 375-575 words of copy depending on size
- 600x200 Top Leaderboard banner unit
- 300x250 Medium Rectangle

THE PRO Z SERIES

It's all about productivity. When every minute matters to your business, you need



BUILT FOR BUSINESS
THE CUB CADET PRO SERIES

It's never too early to start thinking about next season – and your business' next mower. Make it a Cub Cadet PRO Series and get all the industry-leading strength, performance and premium comfort you need to build your business better.



PRO X™ SERIES

What can the PRO X Series stand-on mowers do for your business? A lot.

A 10-gauge deck shell with top and bottom reinforcements adds some serious strength. And the professional high-lift Marbain® blades with blade tip speed up to 18,500 fpm and 3" total blade overlap make for pristine cuts and extremely confident single passes.

Meanwhile, the easy-to-adjust suspension platform accommodates a wide range of operators to customize tension for a smooth ride. And the highly responsive controls allow for less vibration and peak maneuverability— letting you mow through areas with ease.

And now, the lineup includes the new PRO X 636 stand-on mower. Featuring a smaller, fully fabricated 36-inch and 10-gauge steel commercial deck shell for even more maneuverability.

And select models of the PRO X Series are backed by a 3-year / no-hour-limit commercial and 5-year limited deck warranty.

There's only one thing left to do, and that's build your business.

[Learn More »](#)



PRO Z SERIES

speed up to 18,500 fpm. That means more productivity. And the designed air-ride seat with 4-way preference. Single back adjust offers ultimate comfort. And the strongest warranties in the industry / 1,750-hour limited commercial warranty with confidence.



AUDIENCE EXTENSION – SOCIAL MEDIA

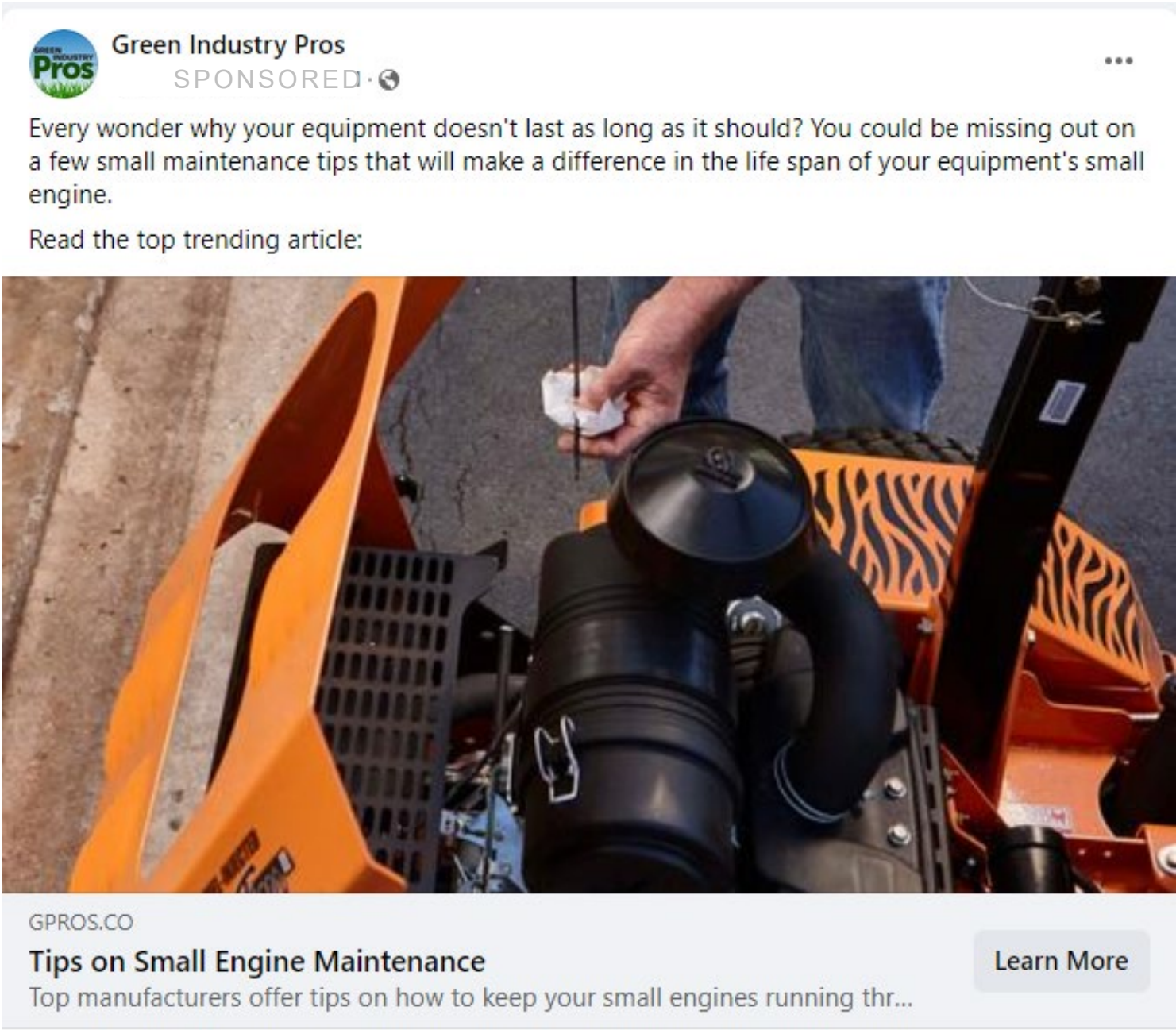
Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1st party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

BENEFITS

- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

FAST FACTS

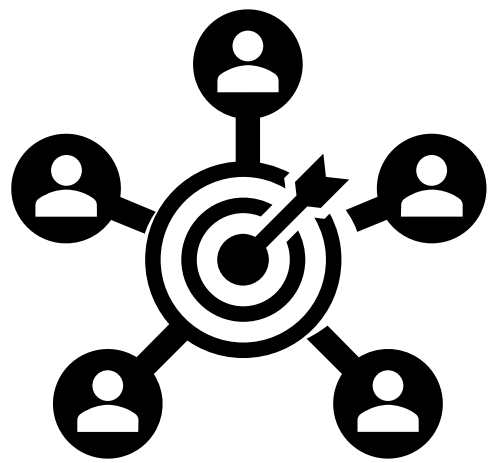
- **We offer a variety of social ad unit sizes and types that reach users in-feed, side-bar and within stories.**
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



ACBM 1st party data
for our subscribers



Used to promote your content or
other assets on social platforms



To the exact segment you
wish to target

SOCIAL MEDIA MANAGEMENT

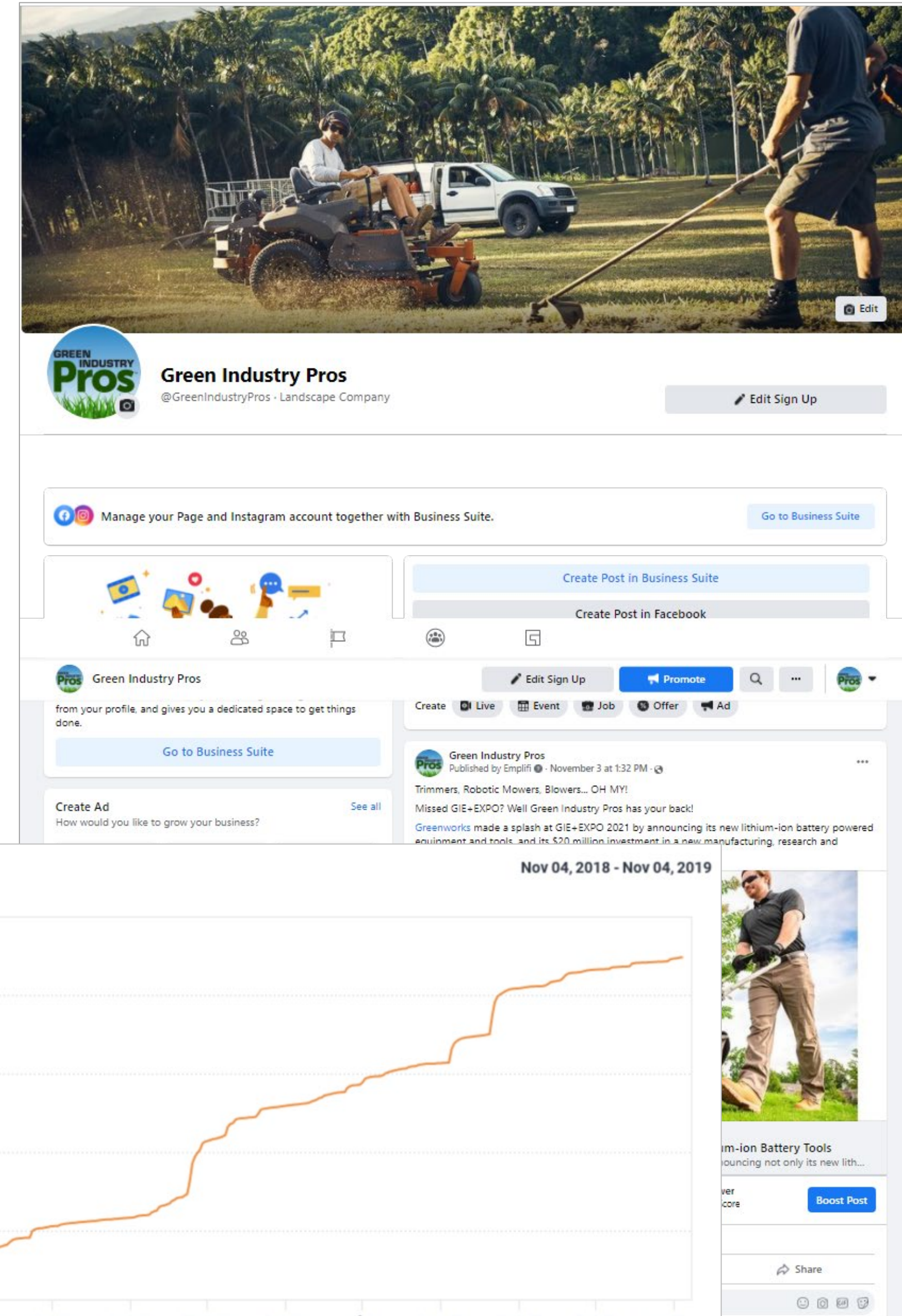
Do you want to engage with your customers on Facebook but don't have the time or resources to manage a corporate page?

We can do this for you!

Our team are proven experts in social media management and also know how to speak directly to your target customers because they are the same people who read our publications.

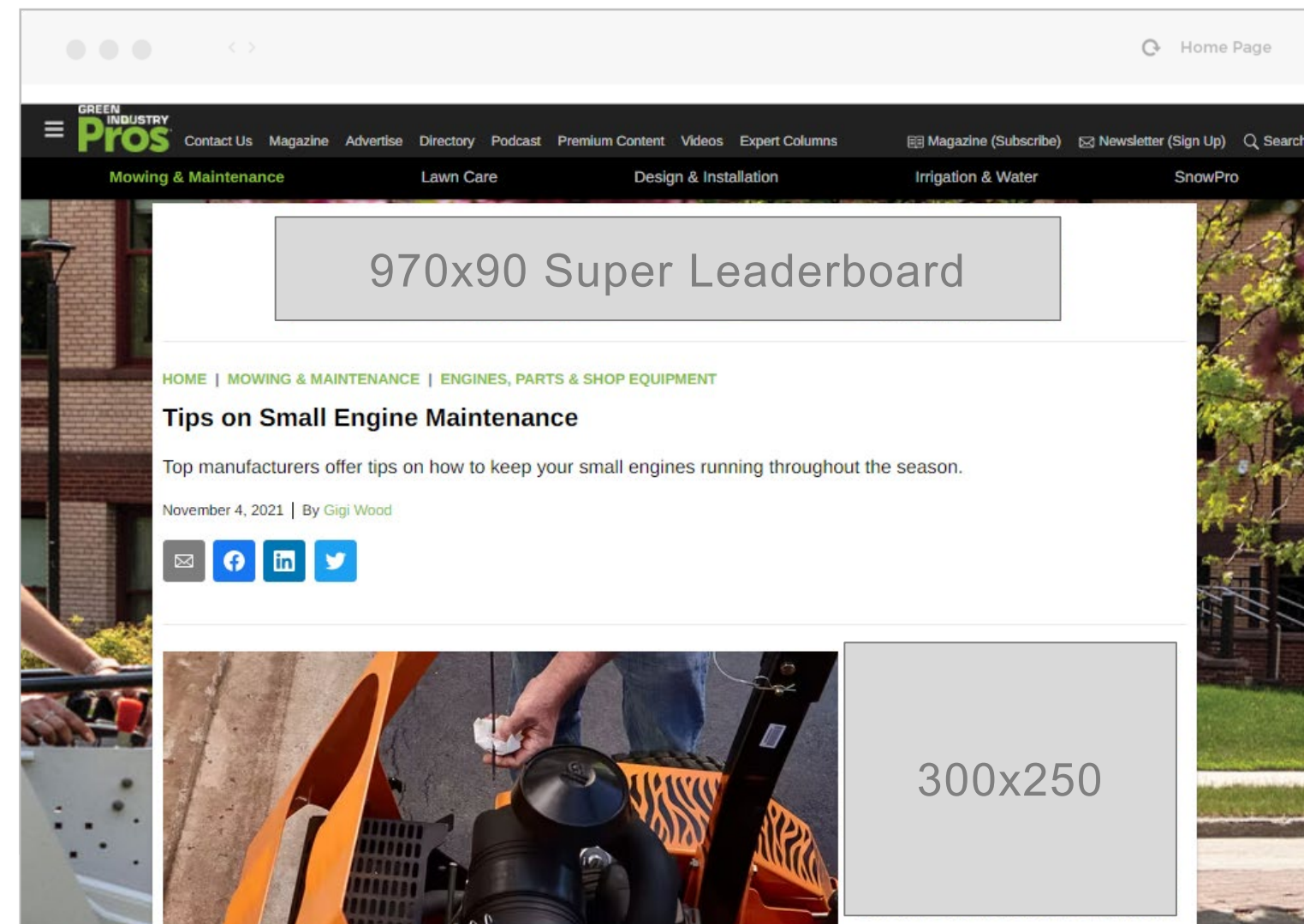
We can help you launch, manage and promote a corporate Facebook page for your brand.

- We know your brands and have the industry knowledge to engage with fans
- We have the dedicated staff to manage your social platforms, monitor your activity and engage with followers to grow your fanbase organically.
- Under our social media management, clients have seen an average 71% increase in post engagement.



Example 1 year fan growth for a social management client

ENHANCED ONLINE DISPLAY



Our audiences behave like everyone else; they visit dozens of websites every day and consume content that interests them. That is why it is important to reach them as often as possible to ensure your brand's message sticks. Our new and improved online display program targets our audiences onsite using Google Active View impressions and offsite with Google DV360 seamlessly. This approach elevates your brand's recall and ad Click-Through-Rate.



ENHANCED ONLINE DISPLAY UNITS:

- | | |
|------------|------------|
| 1. 970x250 | 5. 320x50 |
| 2. 970x90 | 6. 300x250 |
| 3. 728x90 | 7. 300x600 |
| 4. 300x50 | 8. 160x600 |

HIGH IMPACT DISPLAY OPTIONS:

1. Retargeting of our audience off site available
2. 1658x1058 / 300x250 responsive site skin ([Example Here](#))
3. Homepage or section takeovers - based on availability
4. High impact campaigns are served onsite only

NATIVE CONTENT UNITS

Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in **two different ad sizes and locations**.

1. The larger native ad will always appear on the right-hand side as the page loads
2. The smaller native ad will appear under the "related" column on an article's landing page

Recommended



Business Management

Bobcat and National Disaster Search Dog Foundation Join Partnership to Strengthen Disaste...

The partnership spotlights SDF's National Training Center in Santa Paula, California, where shelter dogs are trained to become rescue dog...

Bobcat Company

November 1, 2021



Lawn Care

Winter Lawn Prep: Essential Tips for Optimal Results in the Spring

Discover the industry's best practices and insider tips on how to prepare your lawn for the winter — ensuring the best results next spring.

October 4, 2021

Native Display Ad



Sponsored

Small-scale loader. Large-scale productivity.

They are not much wider than your average wheelbarrow, but Bobcat® mini track loaders tackle serious work in tight spaces. Learn more ...

November 1, 2021

BENEFITS

- Target your ad based on channel category
- Appears anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Receive on average, 8,000-10,000 impressions per month
- Tracks of the success of your campaign through real-time reporting platform
- Full control over your creative throughout the entire campaign



GRASS ROOTS PODCAST

Podcasts offer a unique experience to provide valuable, in-depth information and create a deeper relationship with our subscribers. With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise and even while on the jobsite!

We offer a few ways you can connect with your target audience via on-demand podcasts:

1. SPONSOR AN EDITORIAL PODCAST

- Sponsorship recognition by the host at the start and the end of the podcast as well as in the podcast description
- Up to a 30-second mid-roll ad spot read by the host

2. INDIVIDUAL SPONSORED PODCAST

- Create an educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Podcast will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast

3. SPONSORED PODCAST SERIES

- A 6-part series of educational, thought leadership and non-commercial podcast
- Published every other week for three months
- Podcasts will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited podcasts are up to 30 minutes in length



GRASSROOTS

In the Grass Roots podcast, we dive deep into the trends, business strategies, products and personalities in the green industry.

[LISTEN HERE](#)

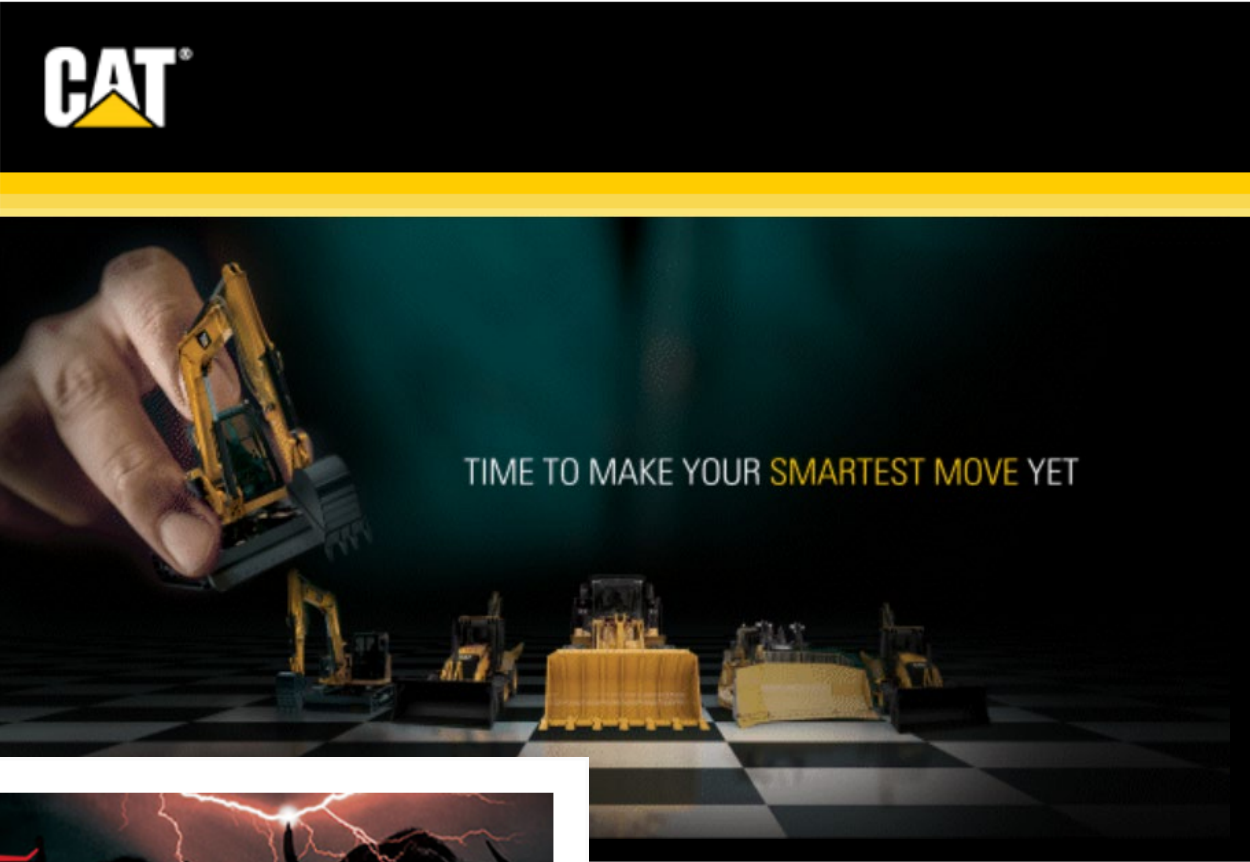
DEDICATED EMAILS

One of the most impactful ways to communicate the value of your products and services directly to our audience is through a dedicated html email. This venue gives you ample space to showcase important imagery, marketing copy and the specific call-to-actions you wish to communicate to potential customers.

Leverage our database of over 82,800+ available recipients that can be mailed to as an entire group or segmented to reach target sub-groups.

EACH DEDICATED EMAIL WILL INCLUDE:

- 1. Pre-designed, HTML email message with all included images/copy/links
- 2. Subject line
- 3. Pre-header
- 4. ACBM team will oversee testing, Q/A, send and full reporting for each mailing



There's no stopping a charged bull.

Visit Toro at [GIE+EXPO](#)
Indoor Booth 7148 • Outdoor Booth 7600-D

At Toro, we work tirelessly to evolve with you and your business. This year, the evolution has led to a revolution: the Revolution Series, a new lineup with smart batteries in more innovative products. Together with a full fleet of [heavy-duty, professional equipment](#), we've got what it takes to keep you out there longer, working smarter for as long as the sun will let you.

Stop by the Toro booths at [GIE+EXPO](#) and experience the future. We'll have a wide range of equipment and handheld products for you to walk around and demo. Plus, check out our [Horizon360™](#) business management software that streamlines your workday to help your business and machines run better.



als of Equipment Economics
Caterpillar.

ise in equipment costs and lifecycle management
Economics, a new eight-part virtual course from
Caterpillar.

nt Economics", President of C.E.M.P. Central Inc.
ster, this course will help you master the essential
ower costs and better your business.

ARN MORE



 LET'S DO THE WORK.

SOCIAL SIMULCAST (LIVE STREAM)

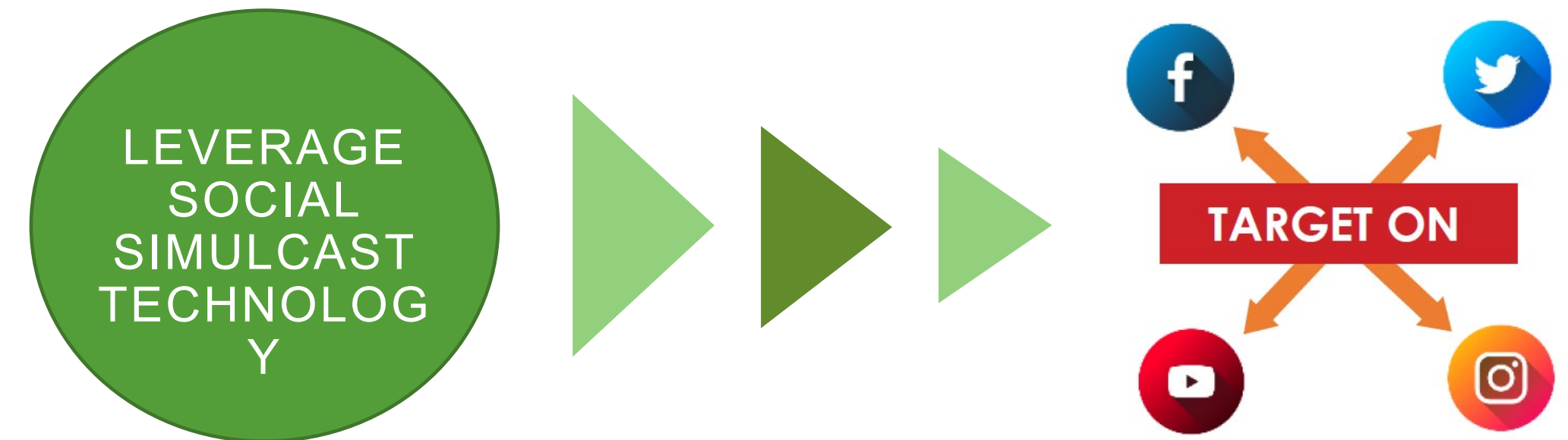
FACT: Your customers are watching more video. In a crowded social media space, how can manufacturers garner attention when new and innovative products are being introduced? Social Live Stream to engaged and interested users is the answer! More than 92% of B2B prospects consume online video and more than 4 billion videos are watched on YouTube every day.

THE PERFECT SOLUTION FOR:

- Product Launches
- Events
- PR news or announcements
- Product Walk Arounds
- Any video communication you want to promote

TURNKEY PROMOTIONS:

- Paid and Organic Social Posts
- Native & Native Retargeting
- Online Display
- Dedicated email
- Behavioral email
- Pre-event calendar, email and social notifications
- Sponsored Content position in corresponding newsletter



VIDEO UNITS

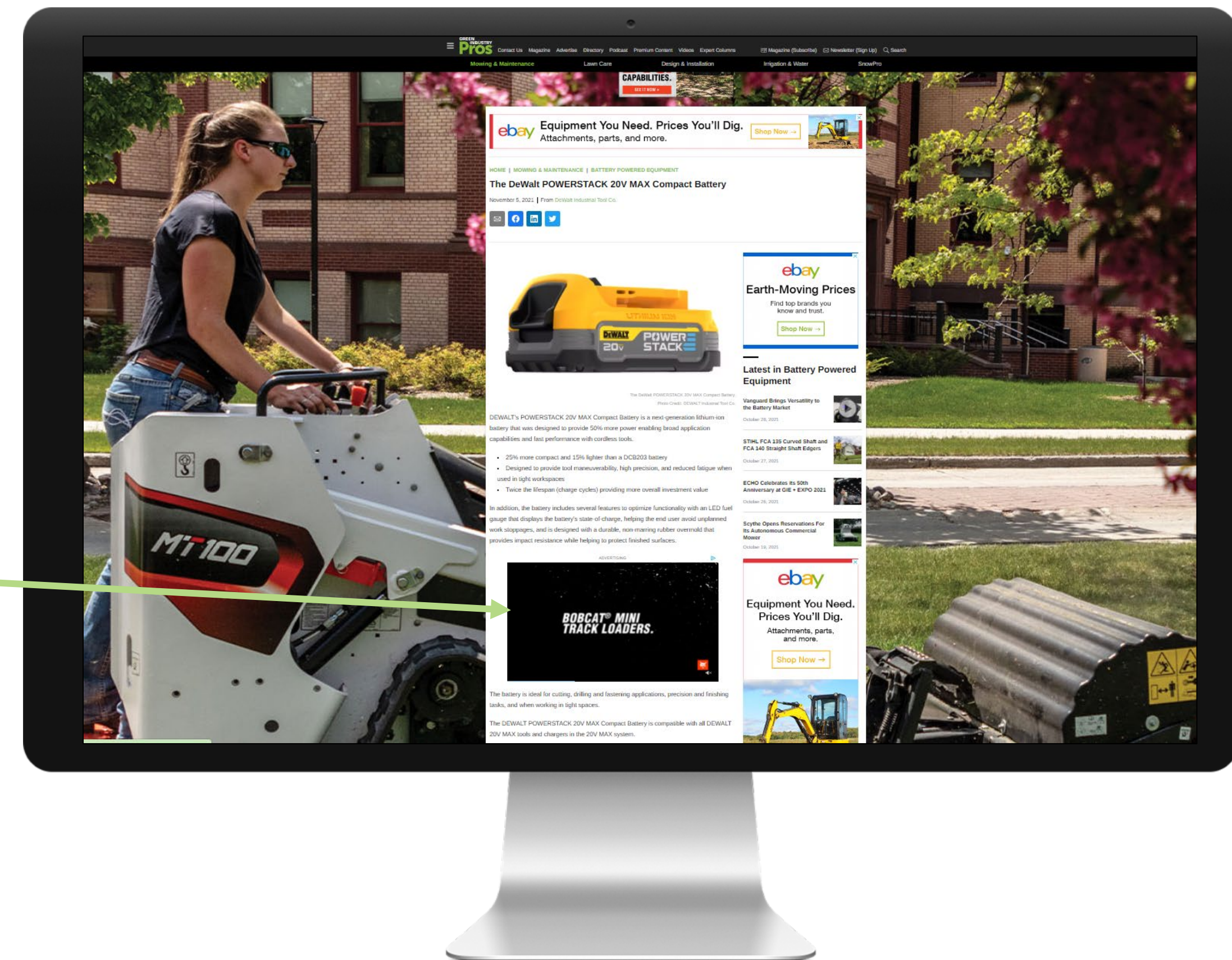
We have two primary opportunities to amplify the value of your video assets to targeted segments of the ACMB community. These placements give you an opportunity to align your video with relevant landscape content, whether it is a short video ad or a teaser for a longer segment.

PRE-ROLL

- Runs before video content on our sites as well as to targeted audiences across social platforms and retargeted offsite impressions
- Can run as pre, mid or post roll
- Minimum 50K impressions per campaign
- 6, 15 or 30 second video assets are accepted (Skippable after 6 seconds)

IN-CONTENT

- In-content video ad players expand to display within the article template of popular site content
- This is a standalone video player within an article that only plays the advertiser content, as opposed to pre-roll which shows a video ad before / during / after other video content.
- 15 second or 30 second video length recommended
- [See Examples Here](#)



MICROSITES

Our team has the ability to build you a custom microsite in a variety of different shapes and sizes, depending on your marketing objectives. **The goal of launching every microsite is to provide you an online destination where custom content can be showcased around a specific topic that is relevant to both your brand and your target customers.**

These sites can function as a simple content archive or a multi-media experience that includes different items such as: **video, infographics, custom content, animations, database tools or other custom assets.**

As your partner, we are uniquely positioned to not only create these microsites but also produce content to populate them and execute marketing programs to promote them!



LEADERS IN LANDSCAPE

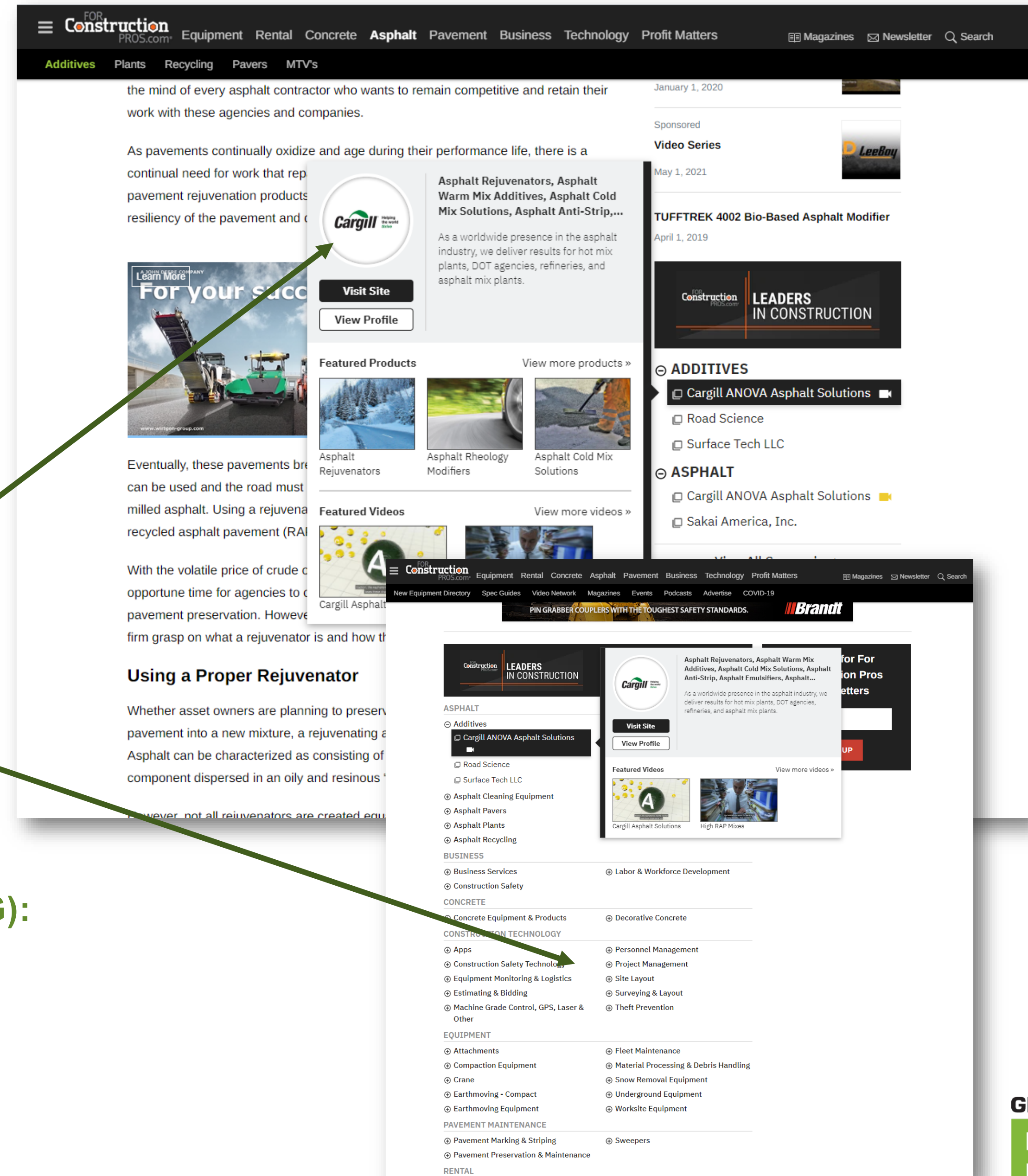
Leaders in the Landscape program aligns your company listing and profile within key topics and editorial content on GreenIndustryPros.com. Stay in front of end-users as they're browsing for solutions year-round.

PROGRAM DETAILS

- Accessible link to Leaders in Landscape profiles on GreenIndustryPros.com
- Contextually triggered company name link on category and article pages where your company is associated with content
- Pop-up data card displays your logo, featured products, featured videos, a link to your profile and a direct link to your website
- Client controlled customizable content areas
- Company name and link on the Leaders in Landscape main directory listing page
- Company Engagement Report

PARTICIPATION REQUIRES (1 OF THE FOLLOWING):

- Print ad placements $\geq$ 3 Full Page per calendar year
- \$30,000 or more digital spend
- Direct Leaders in Landscape placement for 12 months



GIP ENTENT

LEAD GENERATION SERVICES





ENTENT PREMIER



ENTENT Premier drives high-intent, buyer-centric, SQL's **DIRECTLY** into equipment dealer's sales funnel – allowing them to stay focused on prospects that **engage and convert**.



Highly targeted, in-market lead program designed to drive sql’s for equipment dealers

ENTENT premier leverages acbm’s 1st party, online user data by tracking optimal buying behavior and content consumption to determine equipment purchase intentions.

The program utilizes proven native content products to position attractive financing offers:

- At the optimal time...
- In targeted markets...
- For specific dealers...

These tactics, coupled with a simple-to-use sales funnel, CRM, and automated real-time communication platform empowers equipment dealers with a robust suite of tools to close active sales in today’s competitive equipment market.

Select date & time							↓ Date Added (DESC) ▾	Sample ▾	Owner ▾	Campaign ▾	All ▾	🔍 Search	+ New	📄	📁 ▾
Lead In	Contact Attempt	Call Center	Live Transfer	Appointment Set	Info Sent	Deal Won/Lost									
2 Leads \$25,000.00	0 Leads \$0.00	1 Leads \$50,000.00	0 Leads \$0.00	1 Leads \$25,000.00	0 Leads \$0.00	2 Leads \$105,000.00									
Excavating Specialists \$15,000.00		Lazy Oaf Construction \$50,000.00		Conway Contractors \$25,000.00		Compaction Lost \$5,000.00									
Butler Construction \$10,000.00						J2 Construction Won \$100,000.00									

STAGES OF THE LEAD JOURNEY PROCESS



THE AUDIENCE

- Construction Contractors
- Rental Centers
- Landscape Contractors

THE AD STRATEGY

- Leverage 1st Party Data
- Google Behavioral Data
- Build Lookalike Audiences
- Social Platforms
- Display Networks
- Geo-target Finance Ad Campaigns

THE FORM

- Collect Basic Demos
- Equipment Specific Questions
- Finance Questions
- Purchase Intentions
- Appointment Booking

THE FUNNEL

- Real-time Lead Delivery
- Push Notifications
- Appointment Management
- Lead Nurturing
- Call Center Options

THE CRM

- Lead Development Monitoring
- Marketing Automations
- Communications Tools
- Email, Phone, Text
- Dealers Held Accountable To Take Action On Leads

Part of a successful program requires a partner-level understanding of the equipment you sell and your ideal target base. Identifying your **ENTENT premier** opportunity is done quickly through a three-step process that helps empower sustainable results. Step one, is “discovery”.

Here, our team will work with you to gauge needs and qualifications that are critical in establishing lead goals, volume capability, and pricing structure. By way of example, we will explore:

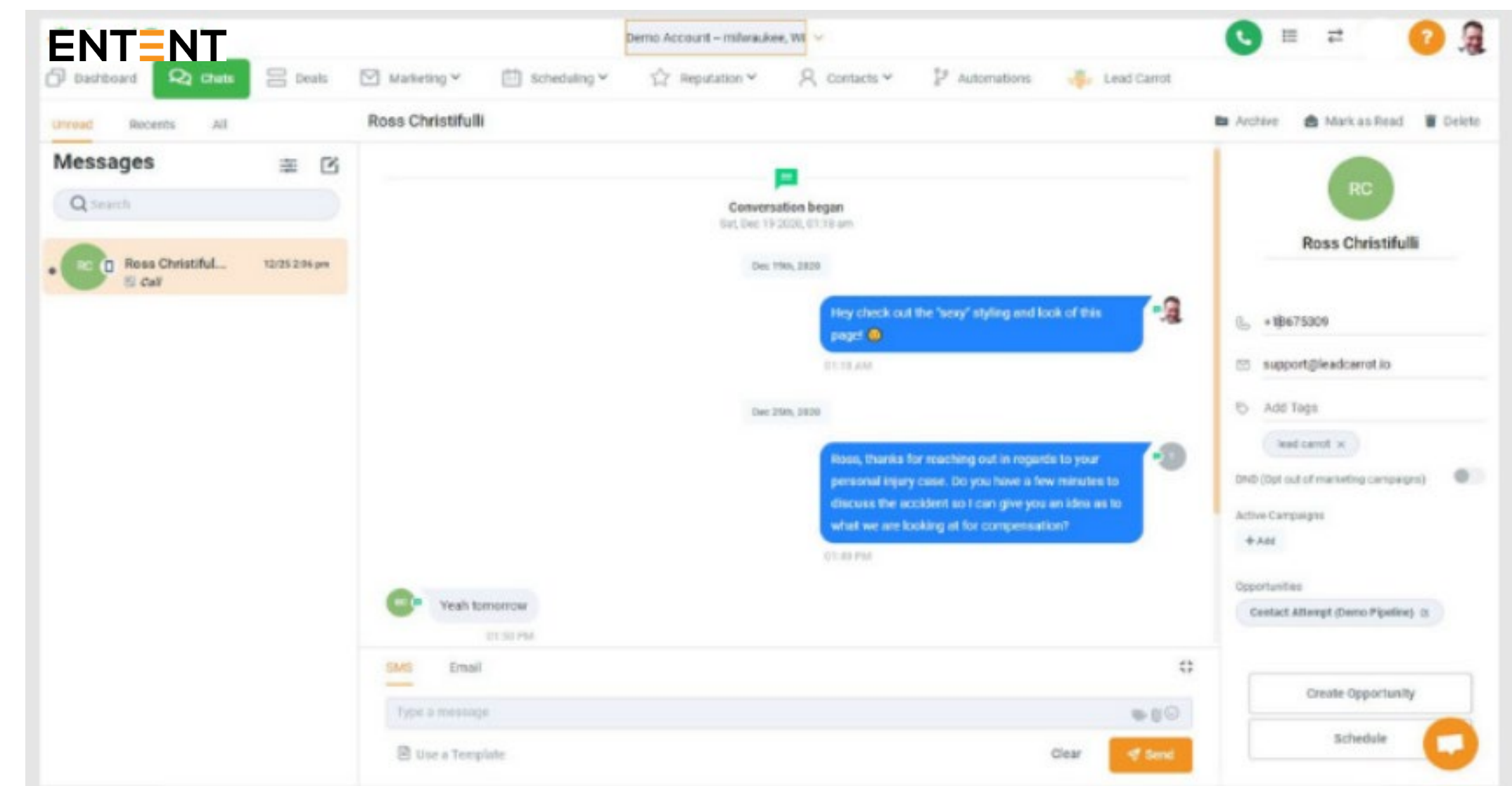
- How does your dealer network relationship work? Do you own dealers? How many?
- Do you have regional representatives?
- What equipment are you interested in for this program?
- How many pieces of this equipment are sold annually in the market?
- What is your share of the market?
- Who are your top competitors? Any idea on what their market share is?
- What is the price point of this equipment?
- How does your pricing compare in the market?
- Do you have current finance offers?
- Are you using a CRM? Are your Dealers?
- Do you have other sales lead programs running? If so, what CPL are you paying?

STAGE TWO: REVIEW OPPORTUNITY & CONFIRM TARGETS

What's next? We reconvene after expediting our research around your audience targets and determining the best method(s) to reach them.

From here, we will define realistic lead goals, establish an appropriate CPL based on complexity of process, and target a specific volume of results.

At this time, we will explain our scope of work around the project and give your team a strategic walkthrough of our platform and engagement suite of products.



Web Ads

**GET 0%
FOR 36
MONTHS**



45 SECONDS TO APPLY →

Email

**0% FOR 36
MONTHS**

Hey Gabbie!

You build the best roads so we can move forward faster, and to ensure you can move faster, you need the best machines. Take advantage of this financing offer on your new Milling or Paving Machine. It only takes 45 seconds to apply!

Apply Now »



Social media

Asphalt Contractor Magazine
Sponsored (demo)

Get 0% for 36 months. Click for details on this limited time offer!

**INTERESTED
IN A NEW
MILLING
MACHINE?**



M4.ACBUSINESSMEDIA.COM
New Milling Equipment
Get 0% for 36 months.

[Learn More](#)

ForConstructionPros.com
Sponsored

**INTERESTED
IN A NEW
PAVING
MACHINE?**



**GET DETAILS ON THIS
LIMITED TIME OFFER →**

[Learn More](#)

DASHBOARD

Select date & time

Lead In
2 Leads \$25,000.00

Excavating Specialists \$15,000.00

Butler Construction \$10,000.00

Contact Attempt
0 Leads \$0.00

Deals 6

1 16.7%

4 66.7%

1 16.7%

Funnel Sample (6)

● (6) Lead In - \$25,000.00 (33.33%)

● (4) Contact - \$15,000.00 (16.67%)

● (4) Call Cent - \$10,000.00 (16.67%)

● (3) Live Tran - \$0.00 (0.00%)

● (3) Appointm - \$0.00 (0.00%)

● (2) Info Sent - \$0.00 (0.00%)

● (2) Deal Won - \$0.00 (0.00%)

● (1) Won - \$0.00 (0.00%)

Edit opportunity -- Excavating Specialists

Opportunity

Add/Edit Appointment

Tasks

Notes

Contact Info

Contact Name Billy Bob

Email billy@gmail.com

Phone (608) 293-5474

Tags Add Tags

Company Name Excavating Specialists

Opportunity Info

Opportunity Name Excavating Specialists

Pipeline Sample

Stage Lead In

Status Open

Lead Value Enter Value

Owner Unassigned

Source Source

Created by:

Created on: Jul 17 2021, 12:33 am

Delete

Cancel

Update

16.67%

Jan 17, 2021 - Jul 18, 2021

100.00 (33.33%)

st - \$ 0.00 (0.00%)

50,000.00 (16.67%)

\$ 0.00 (0.00%)

st - \$ 25,000.00 (16.67%)

00 (0.00%)

- \$ 0.00 (0.00%)

0.00 (16.67%)

id - \$ 5,000.00 (16.67%)

+ New

Deal Won/Lost
2 Leads \$105,000.00

Compaction Lost \$5,000.00

J2 Construction Won \$100,000.00

AC BUSINESS MEDIA
Landscape Network

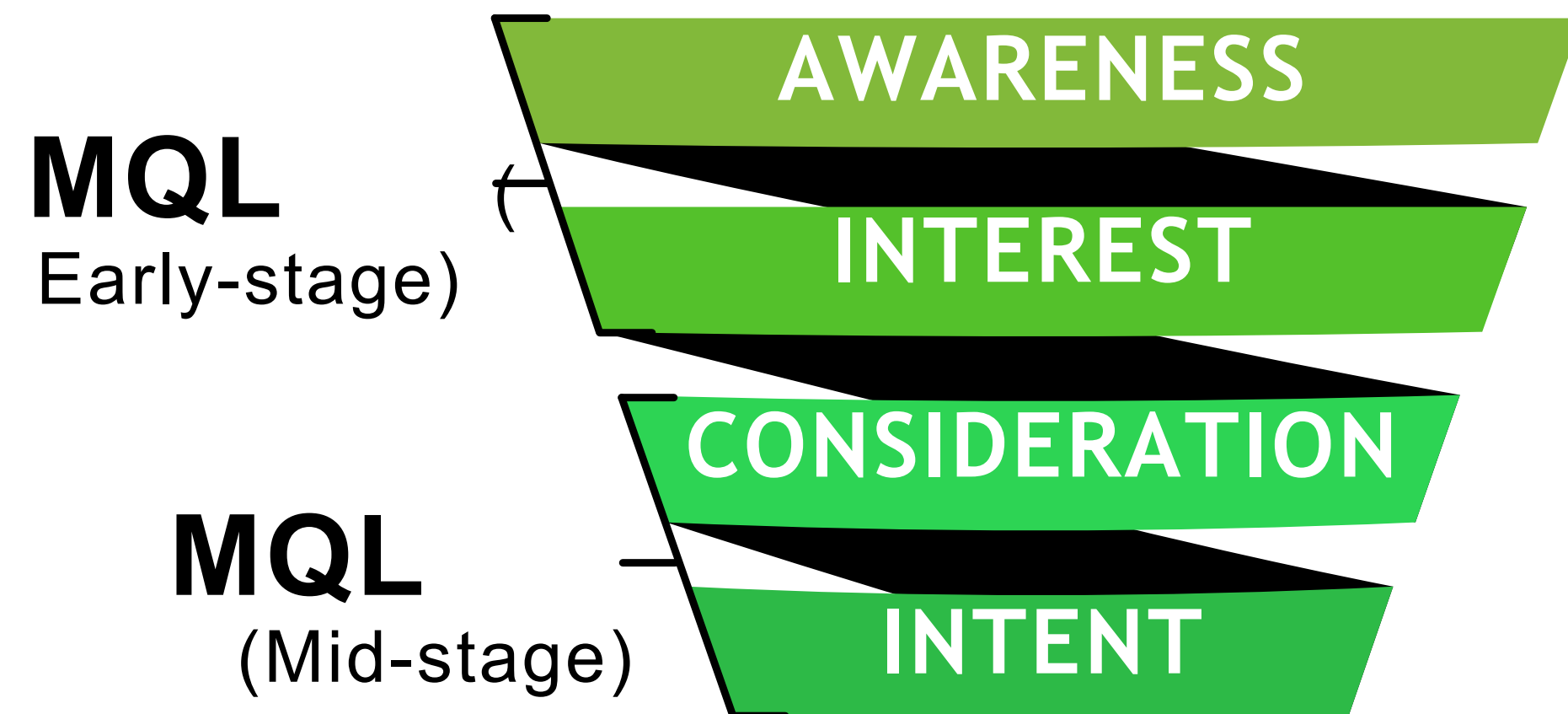


ENTENT ENGAGE

GIP ENTENT Engage is a subscription-based demand-gen product that drives a mixture of MQL and BANT leads into your sales funnel – providing a mixture of prospects to nurture and prospects who are in market and actively considering new products and services.



Subscription based lead generation that provides a mixture of BANT and early- to mid-stage MQLs that fit your targeting parameters...



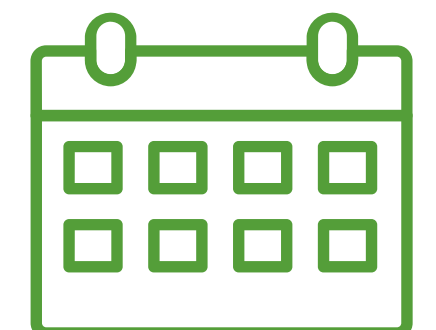
Budget



Authority



Need



Timeline

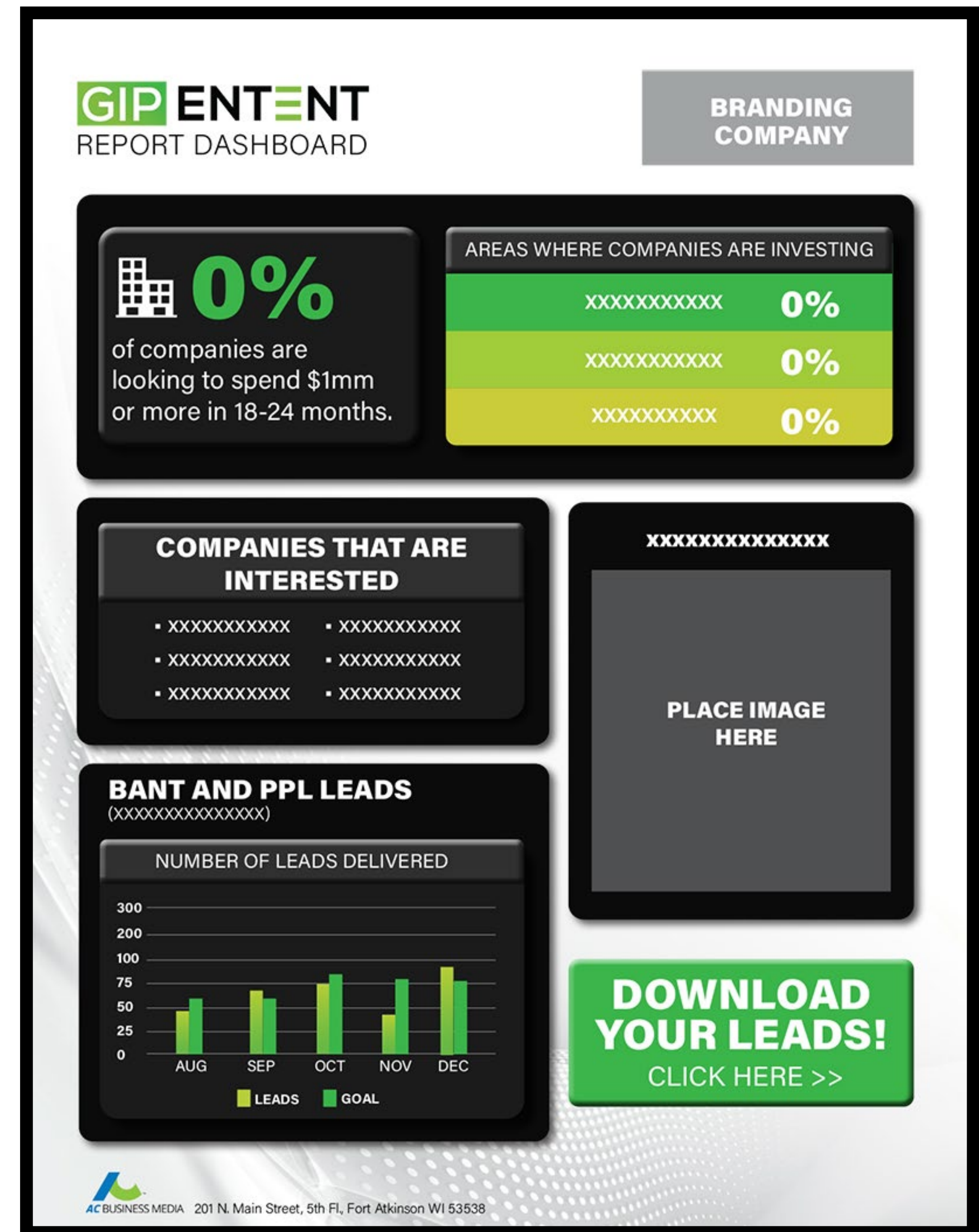
Early to mid-stage MQLs collected via content syndication of your asset. Leads will fit the defined prospect audience (Business & Industry, Title, etc.). Account based marketing (ABM) and target account list (TAL) targeting is available.

BANT leads are collected from users that download our gated organic content on topics relevant to your product(s). Users opting into content assets answer questions that establish budgets, authority to purchase, specify product needs, and set timelines for intent to purchase – all in a permission-based environment.



Rich reporting that provides deep insights on:

- The key companies that are currently in market
- What type of products our subscribers are currently in market for
- Insight into how much these firms are looking to spend



CATALYST

Drive volume engagement through a turnkey, permission-based contest environment.

CATALYST is a full-service, incentive-based lead program that drives engagement through contest and sweepstakes offers that direct audiences towards action.



CATALYST

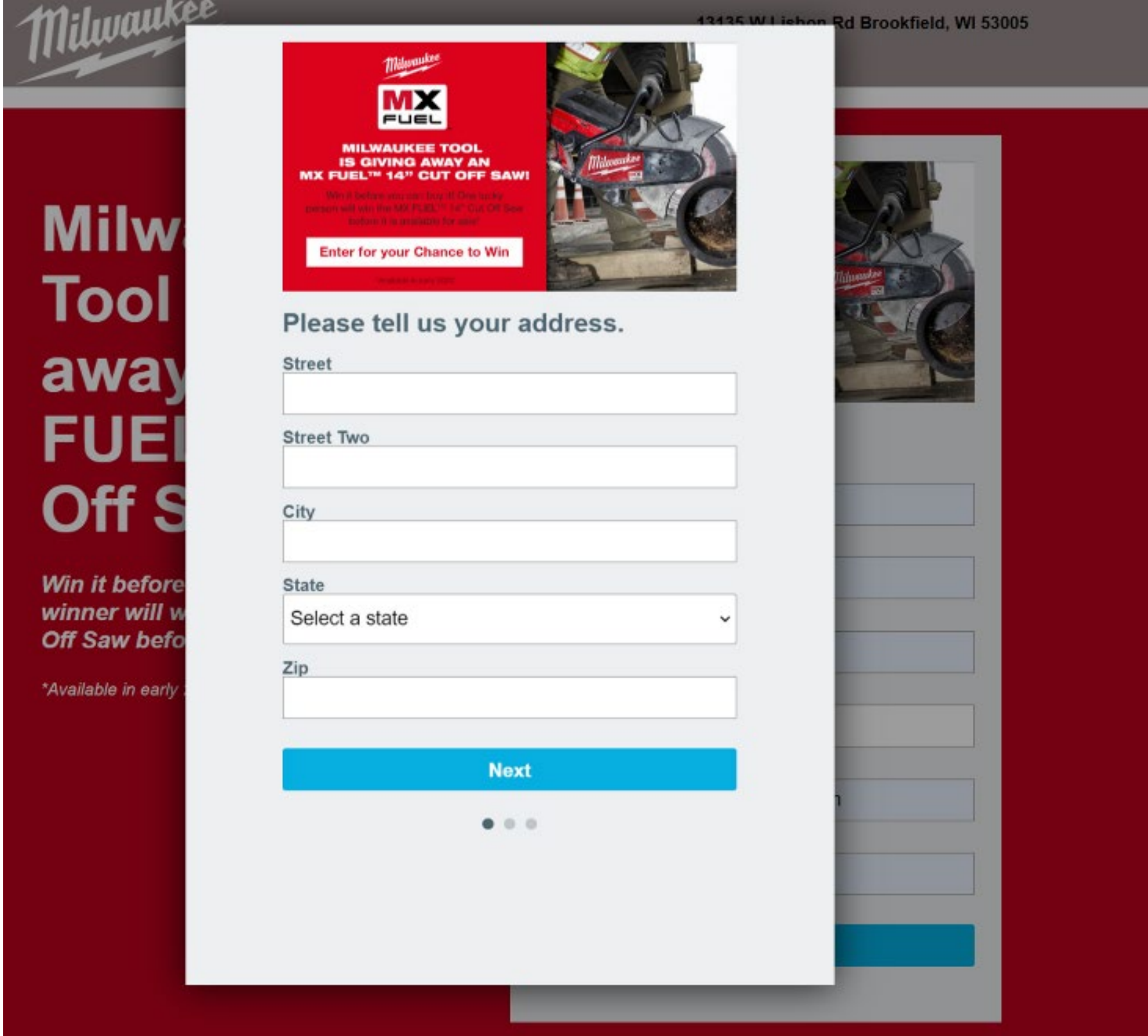
The power of incentive-based marketing...

Everyone enjoys a chance to win – and contest enabled marketing campaigns still do an outstanding job of driving participation and contact permission.

The challenge? Sweepstakes and contests can be hard to implement, wrapped with legality, and inefficient if not targeting ideal prospects that translate to sales.

CATALYST provides a solution for industry focused giveaways. Your participation benefits from a turnkey environment – one where we handle all contest, legal, and structural arrangements for a sweepstakes or offering. An ideal solution to:

- Launch new products
- Drive fast-paced demand and product interest
- Increase direct sales
- Communicate differentiation
- Build your internal marketing database
- Conduct market research
- Setup demonstrations by appointment
- Remember - participants can easily share offers to industry colleagues, creating peer-to-peer viral marketing by email & social channels



Milwaukee
13435 W. Lisbon Rd Brookfield, WI 53005

MILWAUKEE TOOL IS GIVING AWAY AN MX FUEL™ 14" CUT OFF SAW!

Win it before you can buy it! One lucky person will win the MX FUEL™ 14" Cut Off Saw before it is available for sale!

Enter for your Chance to Win

Please tell us your address.

Street

Street Two

City

State

Zip

Next

Win it before
winner will w
Off Saw befo

*Available in early

CONTENT MARKETING

CONTENT MARKETING improves brand engagement by attracting prospects through high value, consumable media. Your brand benefits from positioning as an industry thought leader, and subject matter expert (SME) to your targeted demography of ideal buyers.

- Your content
- Your target audience
- Prospects that give you permission to engage



CONTENT MARKETING

High quality content that opens the door to permission-based relationships...

CONTENT MARKETING – either through established assets or those we help you create – is an extremely effective tool to drive relationship and engagement, while nurturing clients through all of the stages of their buyer's journey around your product. Effective content marketing can...

- Provide direct value to clients and prospects
- Offer content, data, and insights in exchange for access
- Attract quick interest with variable media types:
 - Blog posts
 - Short video
 - Articles
 - How-to's
 - Simple infographics
- Convert prospects with high value assets:

- Case Study
- Presentation
- Webinar
- Newsletter
- Industry Research

- Comparison Guide
- Large Infographic
- Checklist
- Whitepaper
- E-book

- Spec Guide
- Long Format Video
 - Online Courses
 - Tutorials



WEBINARS & SEMINARS

Webinars & Seminars allow content creators the ability to host live and on-demand online education to targeted audiences that drive response.

Position your brand as a recognized thought leader in a format that inspires new prospects and nurtures existing possibilities through your sales funnel.



WEBINARS & SEMINARS

Utilize one of two content strategies to deliver thought leadership advantage while driving leads...

WEBINARS:

- ✓ **Client driven** topic and presentation — not a sales pitch, but a chance to highlight your subject matter experts
- ✓ Delivered **live, on-demand or both** — your choice
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Your experts** create topic, description and presentation
- ✓ 100 Lead Minimum

SEMINARS:

- ✓ **Editorially driven** topic and presentation — work with us to customize from a list of hot topics in the industry and we will provide the speakers
- ✓ Delivered **live and on-demand**
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Our experts** create topic, description and presentation
- ✓ 100 Lead Minimum



MQL VIDEO

Fuel your lead funnel FAST by converting existing video and webinar content into marketing qualified lead (MQL) generators.

MQL Video is an easy way to capture audience leads that consume video content in the moment it happens, all powered by the GreenIndustryPros.com digital engine.



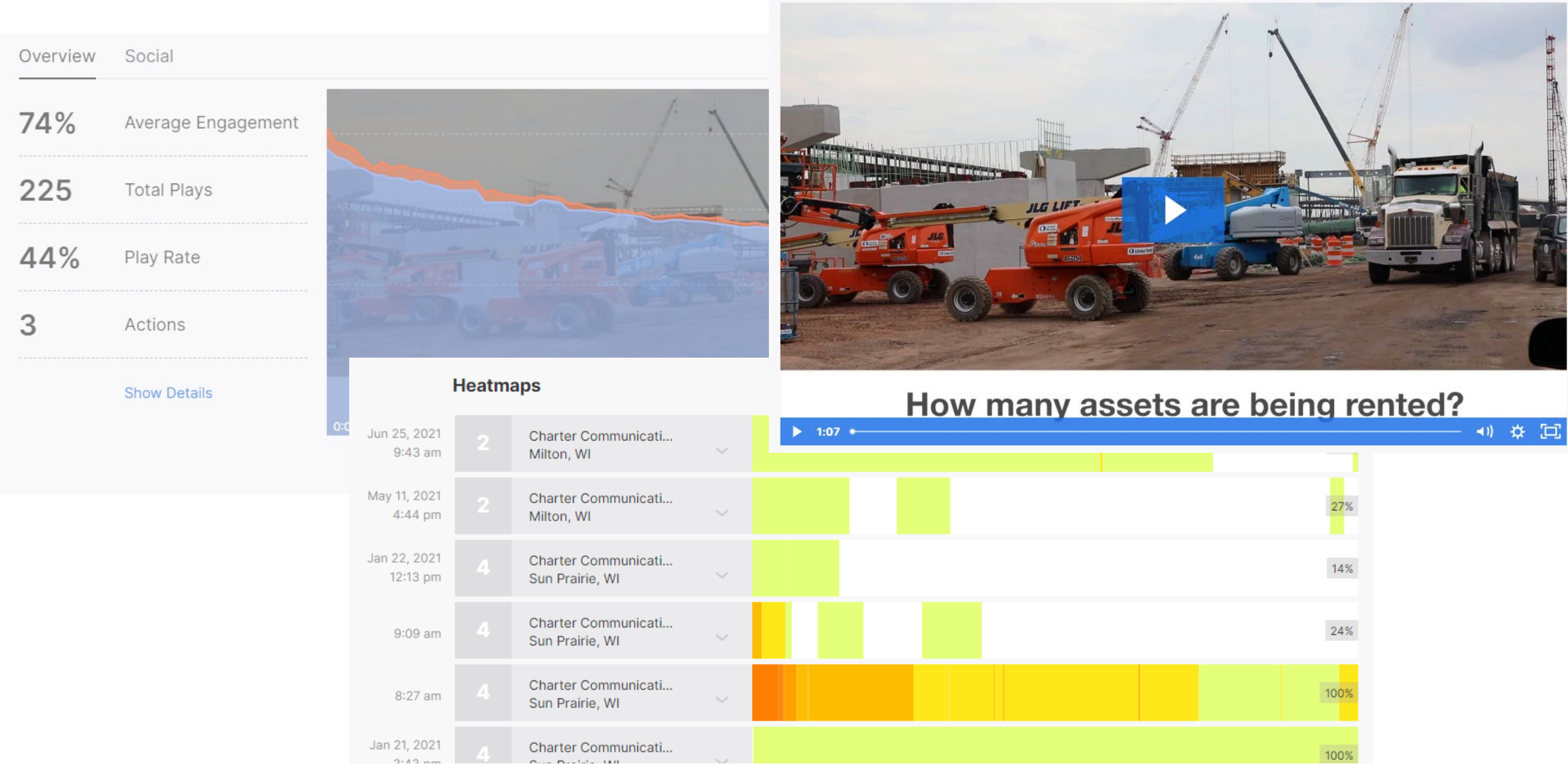
MQL VIDEO

On demand videos that fuel the top of your lead funnel – fast!

MQL VIDEO creates a quick gate to your current video product and packages it for rapid fire distribution across the GreenIndustryPros.com digital ecosystem.

Users access your video or webinar content after completing a brief, “Click Play” lead input that includes name, email address & company.

Full video analytics, play engagement, and lead info are easily available throughout your campaign.



MQL VIDEO

As a participant, you will benefit from:

- High volume, gated engagement for early identification of future sales prospects.
- Using available video technology, we convert and repurpose your video content and webinar investments into active lead generators.
- Best in class lead generators include:
 - Webinar
 - How-to
 - Product Walk Around
 - Interviews
- We will append lead data with any available firmographic information (including sales volume, company size, annual revenue...and more!)

