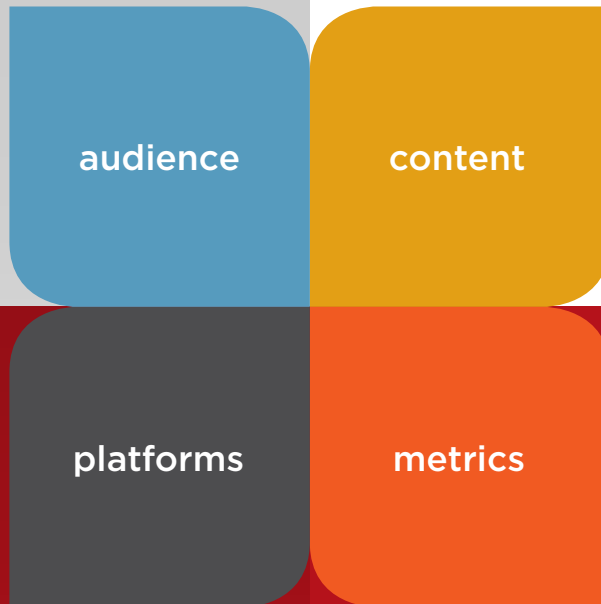


the power of  
**content marketing**



hanley wood  
**custom solutions** ▲

# TARGETED, MEASURABLE AND VALUABLE— THE KEYS TO SUCCESSFUL CUSTOM SOLUTIONS

## why custom?

In today's world of media choices, the time you have to capture your audiences' attention is shorter than ever. Hanley Wood Custom Solutions allow you to create a focused message, deliver it to a targeted audience in the media and format of your choice, and measure the effectiveness of the program. With Custom Solutions, you create your own communications channel delivering experiences and information to educate, brand, generate response and to sell your products.

## benefits of custom

Custom Solutions start with a goal and end with a fully integrated message to your target audience—generating the results you define. Programs can combine a range of media and be as targeted or broad as you need. A defined audience, custom content, effective distribution channels and measurable results add up to superior marketing that addresses the ultimate needs of your company.

Research shows that professionals prefer information received through custom media and believe that custom programs bring them closer to the companies that produce them.

*Source: Custom Publishing Council/Roper Public Affairs*



**78%** of chief marketing officers believe **custom media** represents the future of marketing

*Source: Custom Publishing Council/Roper Public Affairs*



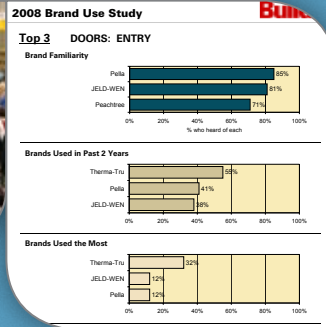
## insight opens doors

Knowing your audience is key to successful communication. Understanding the information professionals need and want can change the way you do business. Identifying a target segment that values your message will greatly increase the likeliness of desired action. With strategic insight and in-depth category analysis, we will design, develop and deploy research programs that will result in actionable intelligence that can be leveraged by you and your team.

Hanley Wood Custom Solutions offer various methods designed to help identify your target audience and define their information needs. Surveys, focus groups and reader panels are all proven research methods that provide a clearer understanding of your brand in the marketplace and how it relates to the competition.

Architects, builders, remodelers, contractors and developers are all part of the wide selection of construction professionals available to participate in the research we field and ultimately target. We can also target consumers actively engaged in building or remodeling a home. Our experienced staff will work with you to help define your marketing communication goals and create a research plan to answer the questions essential to your product's success.

**strategic research**  
often reveals new,  
untapped markets



# sample audience targeting

- Research
- Customer Surveys
- Focus Groups
- Work Force Needs Assessment



## content is king

Quality content is what audiences demand as they search the Web, read publications, watch videos or attend events. The challenge is identifying the content that your target audience values and then delivering it in the most useful way—maximizing the likeliness that your audience takes a desired action. A well developed message can not only drive results, but can often influence an audience's perception of your products or brand.

Hanley Wood's award-winning editors are continuously developing new content to deliver up-to-date news, industry trends, research analysis and new product developments to building professionals and consumer home owners. Custom supplements marry your brand with original or existing content to showcase your products—white papers provide thought leadership and detailed product explanations—case studies highlight the integration of your products in building projects—and advertorials attract the attention of readers and increase awareness.

**quality content** conveys  
its value to your brand  
and message

# case study

## SIKA SARNAFIL DESIGN RECOGNITION AWARDS PROGRAM

Design awards program and online project gallery directed at architects to increase awareness of Sika's Décor Roofing product.



SIKA SARNAFIL 2008 DÉCOR DESIGN AWARDS



### Erie Intermodal Transportation Center

**Project:** Erie Intermodal Transportation Center, Erie, Pa.  
**Owner:** Erie Intermodal Transportation Authority  
**Architect:** Smith Group Partners, Inc., Erie, Pa.  
**Building System:** Sika's Décor Roofing System in combination with steel framing.  
**Project Size:** 18,200 sq. ft.  
**Completed:** 2007

**The Challenge:** When the Erie Metropolitan Transit Authority (EMTA) began planning its intermodal transportation center, they knew the services would be in high demand. Located on Lake Erie, the 58,000 square foot structure would be the centerpiece of the Erie Intermodal Transportation Center.

**The Solution:** Research revealed the Décor Roof System from Sika Sarnafil as a durable solution that offered about 15 percent savings. Robert Mays, vice president of Smith Group Partners, selected Sarnafil of the Burke-Nagels International website.



Sarnafil®



## goal

Increase product and brand awareness among architects. Improve perception of roofing products among architects as sustainable and aesthetic design solutions and grow participation in existing design awards program.

## solution

Hanley Wood created a design recognition program to spotlight excellence in the design and construction of commercial roofing projects. Case studies were created to promote award winners in *Architect* magazine and online in a dedicated project gallery. Award winners were further recognized at a dinner event at the 2008 AIA convention in Boston. The awards program was marketed through advertorials, run-of-site advertising, *Architect* e-newsletters and a dedicated e-mail blast to more than 20,000 architects, all designed to push architects to the awards project gallery to learn more about the products.



Sika Sarnafil enjoyed a **63% increase** in Décor Roofing product awareness year over year.



# content development samples

- Content Audit
- Articles
- Advertorials
- White Papers
- Case Studies
- Curriculum Development
- Training Guides
- Installation Techniques
- Product Demos
- Awards Program
- Sales Tools



## the act sets the stage

With the target audience and content message clearly defined, choosing the correct delivery platform is critical to a custom program's success. The information being offered and how the audience will obtain it should be carefully considered when selecting the method of delivery. Some messages are conveyed most effectively through print media; others include interactive elements and are best delivered online; while others may require in-person events to deliver the greatest impact.

Hanley Wood, with an extensive network of editorial content providers, covers the residential and commercial construction industries from end to end. Paired with various consumer special interest publications and leading Web sites, Hanley Wood can also deliver information to the largest audience of consumer home owners.

Our experienced team of experts can work with you to determine which platform will most effectively deliver your message to the audience of your choice.

effective delivery platforms  
ensure **maximum exposure** and  
message retention



## media

### MIXED MEDIA GUARANTEES DELIVERY

A strategic media-mix can positively impact the success of a custom program and capitalize on the individual strengths of different channels. Understanding how an audience is exposed to and uses information allows you to select the best combination of media.

Print publications, Web sites, video, social media and e-newsletters are all highly-effective media platforms to deliver custom content—but how do you know what media-mix is best suited to deliver your message?

With Hanley Wood's extensive network of more than 30 magazines, 29 Web sites, 33 e-newsletters and hundreds of online videos and Webinars, we recognize which media platforms are most effective when delivering a variety of content. Let our team determine which media channels work best to engage your audience.



## events

### SEEING IS BELIEVING

Sometimes you just have to be there. Providing an audience with the opportunity to learn and participate through custom events places your brand and message at the center of their attention. Hanley Wood has the custom capabilities to improve your existing events or develop new in-person solutions. Our broad connections to residential and commercial professionals guarantee the right mix of attendees.

From a large conference to a series of small regional events, we can handle the process for you from start to finish. Defining the concept, selecting a venue and developing comprehensive marketing are all part of the service. Everything from promotion and registration to speakers and on-site event management will be handled by our experienced events staff, responsible for dozens of annual conferences and events.



## education

### EDUCATION MAKES AN IMPRESSION

Technical instruction, sales training and continuing education courses are all vital components in the continued growth of professionals. By providing valuable tools and information through educational programs, you can help your company grow as well. Whether you want to train a sales force, certify installers or offer detailed product information, education can make an impression and carry your brand.

Hanley Wood University's continuing education courses, available in print, online and through in-person events, stand apart from other programs. We offer complete end-to-end management and production of a course and its administration. Using existing coursework, or creating new coursework, Hanley Wood University will develop your program, host it in our online education portal, and promote it through the Hanley Wood network of magazines, Web sites and e-newsletters.

From creation to implementation to management to marketing, Hanley Wood is the only partner you need to introduce construction professionals to your continuing education programs.

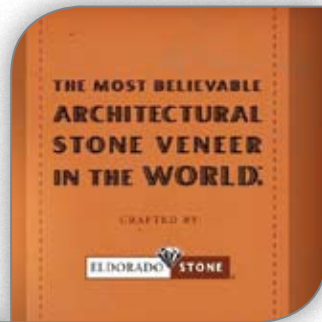
HANLEY WOOD UNIVERSITY   
WHERE CONSTRUCTION MEETS EDUCATION

continuing education courses  
are the **ideal platform** to  
**educate** professionals on  
your products

# case study

## ELDORADO STONE AIA CONTINUING EDUCATION PROGRAM

Certified continuing education program for  
architects on the techniques and aesthetics  
of installing architectural veneer stone.





## goal

Increase brand and product awareness among architects while providing AIA-certified continuing education.

## solution

Hanley Wood created an online course on installation of architectural stone veneers that was developed with the use of existing video and course work. The new course was AIA-approved and then hosted on architectCES.com, our dedicated continuing education Web site where architects can take classes for free. The course was promoted to architects through e-newsletter advertisements, run-of-site advertising and a dedicated course listing in the Continuing Education Online sections on both *Residential Architect* and *Architect* Web sites.



Since February of 2008, the course has enrolled **several hundred professionals** and the program has generated **increased product and brand awareness** among architects.



## sample delivery platforms

### MEDIA

- Publications
- Microsites
- e-Newsletters
- Video
- Rich Media
- Webinars
- Sponsor Showcases
- Social Media
- Content Syndication
- Virtual Events
- Mobile

### EVENTS

- Conferences
- Tradeshaw Events
- Industry Summits
- Training Seminars
- Recognition Programs
- Road Shows

### EDUCATION

- Online Portal
- Industry Magazines
- Certification Classes
- Technical Seminars



## knowledge is power

Without proper benchmarking and reporting, the true success of any custom marketing campaign can never truly be realized. Benchmarking is the process of identifying, understanding and adapting to a program's performance. Setting pre-campaign benchmarks allow for easy evaluation and optimization prior to a campaign's conclusion.

Online media channels offer the most accurate and detailed analysis of a program's effectiveness and performance. Web metrics reports clearly define any increases in traffic to your Web site, while ad reports measure the effectiveness of ad campaigns by analyzing impressions and click-rates. Perhaps the most valuable campaign metrics are sales leads. Whether an online video, Webinar, continuing education course or in-person industry summit, the ability to collect and deliver leads can be added to any form of custom marketing.

Hanley Wood experts will work closely with you to establish benchmarks to monitor and evaluate the performance of your campaign. Whether a custom publication, microsite, virtual event or special awards program, we can put performance metrics in place to guarantee that you receive the information you require.

**3 out of 5 marketers** say “heavy up on measurable, **ROI-driven strategies**—if we can't prove it's working, we'll slash it”

Source: iMedia, “Brand Summit”

# case study

## SIMONTON COASTAL CONTRACTOR SEMINARS

Series of focused small events directed at regional  
contractors to support StormBreaker Plus® products.



 **SIMONTON**  
WINDOWS®



## goal

Connect to new, local contractor audiences with installation and educational programming to encourage the use of StormBreaker Plus® windows in high-wind and hurricane-prone coastal areas.

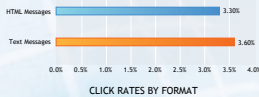
## solution

Hanley Wood developed a series of two-hour seminars held in coastal regions. The seminars provided one hour of programming on an industry-related topic and a second hour devoted to product demonstrations and installation training. The marketing program included a four-color self-mailing invitation, program development, venue sourcing, e-mail invitations, a registration Web site, and speaker and event management.

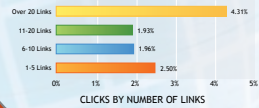
## result

The program delivered to Simonton a database of over **1,600 leads** and generated **increased brand awareness** among contractors.

January - June (H1) 2007  
**EMAIL MARKETING METRICS REPORT**

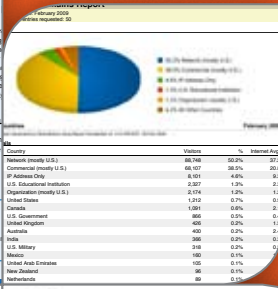


**Click Rates**  
 There was no red and text missing click rate but the recipients, over messages instead text, only messa for fine statistical showed a slight



**Clicks by Number of Links**  
 Emails containing more than 15 links were clicked on more

**Tip**  
 To improve your click rate to each of your recipients, use a mix of link counts



# sample engagement metrics

- Benchmarking
- Research
- Media & Event Performance
- Audience Reporting
- Lead Generation
- Lead Management

## why hanley wood?

As the leading business-to-business media company reaching the residential and commercial construction industries, Hanley Wood gives you access to an influential audience of over 1 million construction and design professionals, including builders, developers, architects, remodelers, contractors and dealers/distributors. Hanley Wood's unique combination of construction industry knowledge, media options and audience reach add up to an unbeatable combination of options to solve your communication challenges.

More than **600 awards**  
recognizing **editorial  
excellence** throughout  
last 10 years

More than **12,750  
editorial pages**  
published in 2008

**1.5 million** online  
unique visitors

*Source: Omniture, SiteCatalyst*

We provide integrated marketing solutions to companies seeking to leverage the value of Hanley Wood's depth of construction market knowledge. Our marketing solutions are completely connected, in print, online and in-person, to produce the maximum response from your target audience. Hanley Wood Custom Solutions provides turn-key service, from clarifying the challenge to creating the specific plan to delivering the solution to tracking and evaluating the results.

Let Hanley Wood Custom Solutions help you generate sales, connect people, drive traffic, train professionals and increase your brand experience. From content and research to education and events, our highly targeted efforts are some of the most effective ways to boost brand awareness, change perceptions, increase preferences and build loyalty. We are here to provide you with the marketing vehicles you need to move beyond the basics and take advantage of the power of custom marketing.

# hanley wood custom solutions

## AUDIENCE

Research

Customer Surveys

Focus Groups

Work Force Needs Assessment

## CONTENT

Content Audit

Articles

Advertorials

White Papers

Case Studies

Curriculum Development

Training Guides

Installation Techniques

Product Demos

Awards Program

Sales Tools

## PLATFORMS

MEDIA	EVENTS	EDUCATION
Publications	Conferences	Online Portal
Microsites	Tradeshaw Events	Industry Magazines
E-newsletters	Industry Summit	Certification Classes
Video	Training Seminars	Technical Seminars
Rich Media	Recognition Programs	
Webinars	Road Shows	
Sponsor Showcases		
Social Media		
Content Syndication		
Virtual Events		
Mobile		

## METRICS

Benchmarking

Research

Media & Event Performance

Audience Reporting

Lead Generation

Lead Management

Search Engine Optimization/Search Engine Marketing

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**custom solutions** ▲

Custom publishing marries the marketing ambitions of a company with the information needs of its target audience. This occurs through the delivery of editorial content via print, Internet and other media—so intrinsically valuable that it moves the recipient’s behavior in a desired direction.

*Source: Custom Publishing Council*

**8 in 10** chief marketing officers believe **custom media** should be an integral part of a marketing mix

*Source: Custom Publishing Council/Roper Public Affairs*

**53% of pros** say when they see an ad in **multiple media** it makes them more likely to consider the company’s products or services for purchase

*Source: Harris Interactive, M2 Study*

**8 in 10 people** prefer receiving information on a company through **custom media**

*Source: Custom Publishing Council/Roper Public Affairs*



for more  
information

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