

UNIT 202 PRODUCTIONS

A Division of **IEN**
INDUSTRIAL EQUIPMENT NEWS

Turnkey Video Marketing Solutions

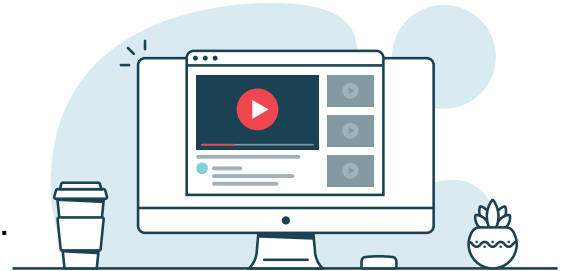


www.IEN.com/video-marketing

MEDIA KIT

Gain New Customers Using the Fastest Growing Marketing Method - VIDEO!

More buyers today are using video to make informed purchasing decisions than ever before. In fact, 90% of customers say video helps them with their buying decisions, according to Forbes. B2B marketers are using video to promote their brands, showcase their products and services, educate their prospects on complex topics and more.



Video also brings a higher level of engagement - leading to more click-throughs, social sharing, lead generation and sales. Bottom line: it's critical for every marketing plan to have both professionally produced videos and multi-channel strategies to promote them.

Video marketers get

66%

more qualified leads per year

(Source: Aberdeen)

71%

**of marketing professionals say
video converts better than any
other medium**

(Source: Vidyard)

72%

**of buyers prefer watching video
to reading about a product**

(Source: HubSpot)

Video Production & Promotion Solutions Made Simple



UNIT 202 PRODUCTIONS produces captivating, original videos designed to achieve your marketing objectives. Whether you are a manufacturer or distributor, a custom job shop, or a company offering something that's hard to describe, we have a proven format to capture audience's attention. Our team has 40+ years combined experience in the industrial space helping companies large and small market their products and services.



Video production is always simple and hassle free. The professionally produced videos are written by our editors and created by our in-house production team. The videos are yours to keep.



IEN is the largest marketing platform serving the industrial marketplace. Its combined reach in daily newsletters, IEN.com, social and print is unmatched. IEN reaches audiences in a variety of industries: Transportation, Automotive, Aerospace, Machinery, Fabricated Metal Products, Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Products, Primary Metal Products, Chemicals, Pharmaceuticals & Petroleum.

We are now offering powerful solutions that combine our first class video production with IEN's reach. Videos are produced by UNIT202 and marketed to IEN's engaged and diverse audience via eblasts, IEN.com, daily newsletters and social media to maximize your exposure.



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Video Production Options



Check These Out...

Click links to view
Product Release video examples

[NOVA](#)

[WireCrafters](#)

[SpilVak](#)

[Anamet](#)

[Fluke](#)

Product Release Video

Promote your products & technology to buyers

- Video version of your product release
- Promotes your product, features & benefits
- Length: 30 seconds
- \$2995 Includes video and one week in daily newsletter
- \$4995 Includes video and one week pre-roll on IEN Now
[> Click here for pre-roll example](#)
- All videos hosted on IEN.com for 12 months
- Discounts for multiple videos

Ideal for:

- Companies that constantly release new products
- Manufacturers and distributors with many products
- Building a video content library for all products



Check These Out...

Click links to view
360 video examples

[Apex](#)

[Mayhew](#)

360 Video

Highlight new product features

- Showcases your products with a complete “360 view”
- Illuminates functionality & design features with type and graphics
- Length: 30 seconds
- \$3595 Includes video and one week in daily newsletter
- \$5595 Includes video and one week pre-roll on IEN Now
[> Click here for pre-roll example](#)
- All videos hosted on IEN.com for 12 months
- Discounts for multiple videos

Ideal for:

- Promoting new products with cool features
- Social media audiences
- Small - medium sized products (must be shipped to our studios)

Video Production Options



Check These Out...

Click links to view
Corporate Video examples

[Laird](#)

[Dude Solutions](#)

[Interpower Corp](#)

Corporate Video

Tell your company's story, differentiate your brand

- Recorded on site at your facility by our production crew
- May include product demos, facility tours, employee interviews
- We handle everything - from script-writing and shot planning to final editing, making the process as easy as possible
- Length: 5-20 minutes

- Custom pricing and marketing available.
- All videos hosted on IEN.com for 12 months.
- Discounts for multiple videos

Ideal for:

- General use video that brings your company's story to life
- Companies whose customers require deeper insight into production capabilities and processes
- Custom manufacturers wishing to showcase both finished products and the machinery that produces them



Check These Out...

Click links to view
Whiteboard Video examples

[OEO](#)

[Dude Solutions](#)

[IEN](#)

Whiteboard Video

Find new customers in a compelling, creative way

- Explainer style video that makes complex things simple
- Our process makes these very easy to produce
- Length: 45-60 seconds

- \$3595 Includes video and one week in daily newsletter
- \$5595 Includes video and one week pre-roll on IEN Now
- [> Click here for pre-roll example](#)
- All videos hosted on IEN.com for 12 months
- Discounts for multiple videos

Ideal for:

- Describing something that's complex in nature
- Innovative products that require buyer education
- New or unusual custom manufacturing capabilities

Video Promotion Packages



IEN Now Pre-Roll

Grab viewers' attention while they are most engaged

- Your video will run before IEN Now, our daily news video
- 20,000 ad impressions on IEN.com
- Guaranteed leads available
- [> Click here for pre-roll example](#)



IEN Newsletter

Reach our most active users via email

- In-line ads in IEN's daily newsletter
- Lead gen
- Hosted on IEN.com for six months
- [> Click here to check out the newsletter](#)



Social Media

Tap into the explosive trend of video on social media

- Views of branded video content have increased 99% on YouTube and 258% on Facebook in the last few years
- On Twitter, a video Tweet is 6x more likely to be retweeted than a photo Tweet
- Using video on your social media offers great content and an effective strategy to increase social interaction
- IEN also offers packages to promote your video on our social media channels, Facebook, Twitter, LinkedIn and Instagram

(Source: <https://www.wyzowl.com/video-social-media-2019>)



88%

**of marketers are satisfied with their
social media video marketing ROI**

(Source: SmartInsights)



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Video Exclusives - An Effective Way to Communicate to the Industrial Media Audience

76% of B2B buyers have used webinars in the past 12 months to make a purchase decision*. Industrial Media offers turn-key video webinar solutions. Our creative experts will write and produce your video webinar, then promote it across our network, and deliver high quality leads to your inbox. Promotion is targeted to audience segments that are most interested in what you do.

*SOURCE: GoToWebinar



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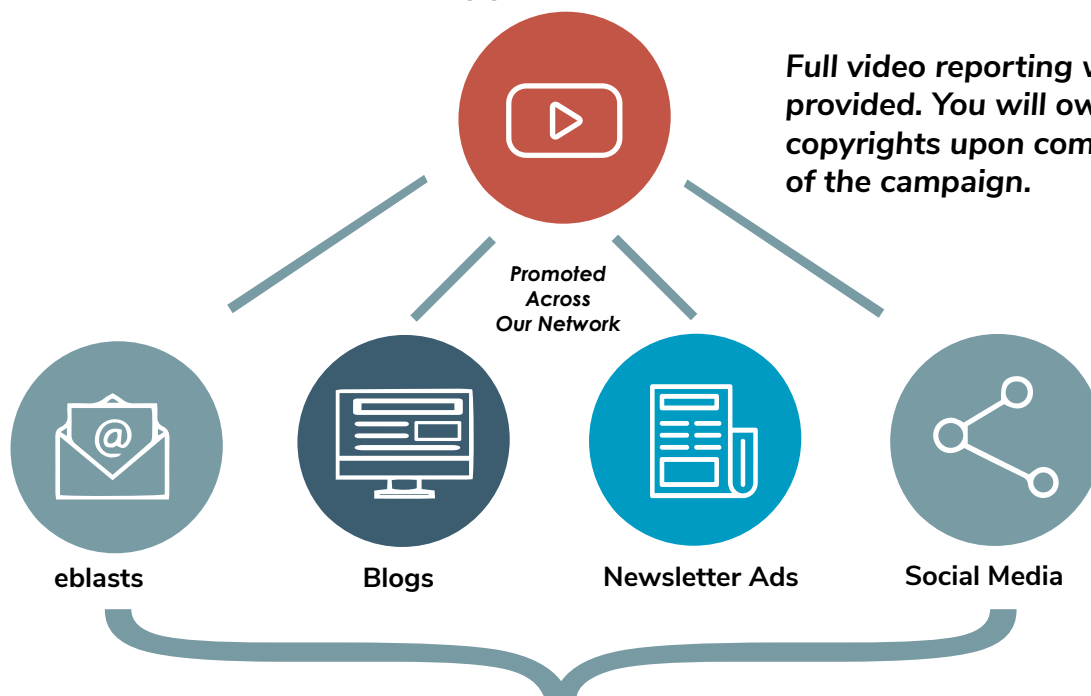


Dude Solutions [> View](#)



Bin Master [> View](#)

YOUR WEBINAR



CUSTOM FORMS:

Prospects are driven to custom forms created to capture contact information

Standard fields include:

First name, last name, title, company and email.



MQLs!

LEAD DELIVERY:

You will receive weekly reports in an .xlsx file

Leads can be sent directly to you via email in real time or pushed to your CRM or marketing automation platform

We exclude the following lead types

unless you accept: Non USA, Non Manufacturing, Students / Professors, Consultants, Competitors, Non person or fictitious name

Reach Decision Makers Directly With Daily Newsletters

Did you know that for every dollar you invest in email marketing, you can expect \$44 in return?*

Our newsletter advertising empowers you to reach specific segments of our highly engaged audiences directly in their inbox. Promote your brand and generate leads through banner and native style ads. We appeal to a wide scope of influencers and cover an impressive range of topics via multiple titles including:

*SOURCE: CAMPAIGN MONITOR



Click on Logos to View Samples

72% of buyers prefer to receive promotional messages through email.

~Marketing Sherpa

Advertising Specs

IEN Today, IEN Update, Industrial Management, Industrial Technology Today, Engineering News Today, Food & Beverage Insider, Industrial Software & Technology, Design & Development Today and Design & Development Update.



Leaderboard - 600 x 100 pixels (Desktop) & 300 x 50 pixels (Mobile) • Link



Inline Text and Image Ad

Both Inline Text and T.O.C. Include:
50 character headline (including spaces)
250 characters text (including spaces) • 150 x 125 pixel image • Link

Maximum file size – 1MB, File type – .jpg.



T.O.C. and Image



INDUSTRIAL DISTRIBUTION

IMPO

DESIGN AND DEVELOPMENT TODAY

UNIT 202

MANUFACTURING NET

FOOD Manufacturing

Manufacturing Business Technology

FINISHINGWORLD



Contact Your Rep Today to Learn More or Get Started!



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IENT's Made In America Video Series

Featuring Manufacturers Dedicated to US-Based Manufacturing

IENT's Made in America series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff. Videos are recorded on site and produced using IEN's state of the art video studio.



[> Hamilton Caster](#)



[> Boker's, Inc.](#)



[> Pelican Products](#)



[> Haas Automation](#)



[> PBC Linear](#)



[> Vac-U-Max](#)

Marketing Campaign



- **Video length:** 5 to 6 minutes
- **Video will be posted on IEN.com for 12 months**
- **Featured video story in all five IEN daily newsletters, [> See Example](#)**
- **Promoted via boombox on IEN.com**



- **Promoted via TOC Inline ad for one week in IEN's daily newsletter, [> See Example](#)**
Includes lead gen
- **Promoted in one IEN TV Video Product Showcase, [> See Example](#)**
Includes lead gen
- **Dedicated eblast, [> See Example](#)**
Includes lead gen



- **Video formatted for social media** (Facebook/Instagram/Twitter/LinkedIn)
1x1 aspect ratio | 15-30 seconds | background music | 3-5 graphic callouts for company message
- **Shared via IEN social media channels:** Twitter, Facebook, YouTube and LinkedIn



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Industrial Media

Industrial Media represents a joint venture between Thomas Publishing Company LLC and Rich Media Group. Industrial Media manages all content creation, advertising sales, and marketing initiatives for the following brands, including magazines, videos, websites and associated digital media products. Industrial Media also offers a number of vertically-focused digital products, content marketing programs and custom publishing services focused on the industrial space.



IEN is the largest marketing platform serving the industrial marketplace. IEN's combined reach in print, daily newsletters, IEN.com and social media is unmatched, and serves a diverse and highly engaged audience.



Unit 202 is a creative video production group that produces captivating and unique videos to help manufacturers and distributors share their product, capability and company stories.



Finishing World provides product news and technical information for plating, paint & powder, coating, spraying and related operations in manufacturing facilities, along with relevant finishing industry news.



Design & Development Today (DDT) is a digital resource serving design engineering professionals in aerospace, automotive, energy, IoT, manufacturing, medical and military.



Industrial Maintenance & Plant Operation provides engineers and maintenance techs with the latest in lean processes, automation, and MRO products.



Food Manufacturing is the leading source of news and product information for food and beverage processing and manufacturing professionals.



Industrial Distribution has delivered the information industrial distributors need to succeed since 1911. Concurrently, the publication provides a complete portfolio of integrated marketing solutions with print and online products, digital magazine delivery, single and multi-sponsored e-newsletters, a daily e-newsletter, resource guides and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.



Manufacturing.net reaches a global community with news, trends, and opinions shaping the manufacturing landscape. It's part of the daily routine for upper level management, plant engineers, procurement specialists, product developers, and more.



Manufacturing Business Technology is the leading manufacturing and supply chain resource for corporate, IT and operations management seeking the latest automation, operations, and IT news and information.



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