BAR SURVIVAL GUIDE SERIES

OPEN THE DOOR TO NEW LEADS

Craft your next sale through monthly thematically based downloadable guides focused on a unique topic with a trending "Top 10" approach!

Exclusive to Nightclub & Bar, the Bar Survival Guide Series will begin September 2019 through March 2020 with a presence onsite at Nightclub & Bar Show, America's largest bar expo. Sample of unique topics include: Creating a marketing plan, profit metrics, expansion strategies and bar themes.

BAR SURVIVAL GUIDE SERIES PACKAGES:

OPTION 1:

- Landing page featuring logo, overview of company, video of solution(s) and interview with Executive and downloadable guide (registration based)
- 2 ads in the downloadable guide
- 150 leads/downloads per month (downloads) at an 50$ CPL per 40K spend (10K per month)
- Two-step nurturing email plan for each download
- 2X monthly post in social media promoting the survival guide/sponsor
- 2 email blasts per month featuring sponsor logo and link to landing page

Limit of 1 Sponsor $10,000/month
(September-December)

OPTION 2:

- Logo and link on landing page, overview of company, video of solution(s) and interview with Executive
- 1 ad in downloadable guide
- 75 leads/downloads per month (downloads) at a 66$ CPL per 20K spend (5K a month)
- 1X per month post in social media promoting sponsor
- 1X email blasts per month featuring sponsor logo and link to landing page

Multi-sponsor $5,000 per sponsor, per month with category exclusively
(September-December)

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GET INVOLVED WITH NEW DIGITAL PACKAGES AND AWARDS SEASON.

Contact us today to get started!

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