



Lynchpin
Media

BRIEF OVERVIEW

CREATE | ENGAGE | DELIVER

Using client content to generate industry insight and deliver targeted campaigns

LEAD GENERATION



TYPES OF LEAD GENERATION CAMPAIGNS:

Gain the competitive edge with a lead generation company that understands how to generate new leads and, more importantly, new customers, or to be top of mind when customers are looking to make new purchasing decisions. Lynchpin Media has its own organic database where we can match your selected criteria. Select your own geographic, industry, designation and company size to suit your bespoke campaign.

- Either single or double touch campaigns.
- Lead Profiling MQL or SQL. We ask 1-2 profiling or qualifying questions to provide further lead insight.
- Soft and Full Bant leads. That provide an in-depth lead qualification and additionally we can add telemarketing.
- ABM campaigns.
- Email campaigns with your own targeting criteria.

CXO PRIORITIES REPORTS



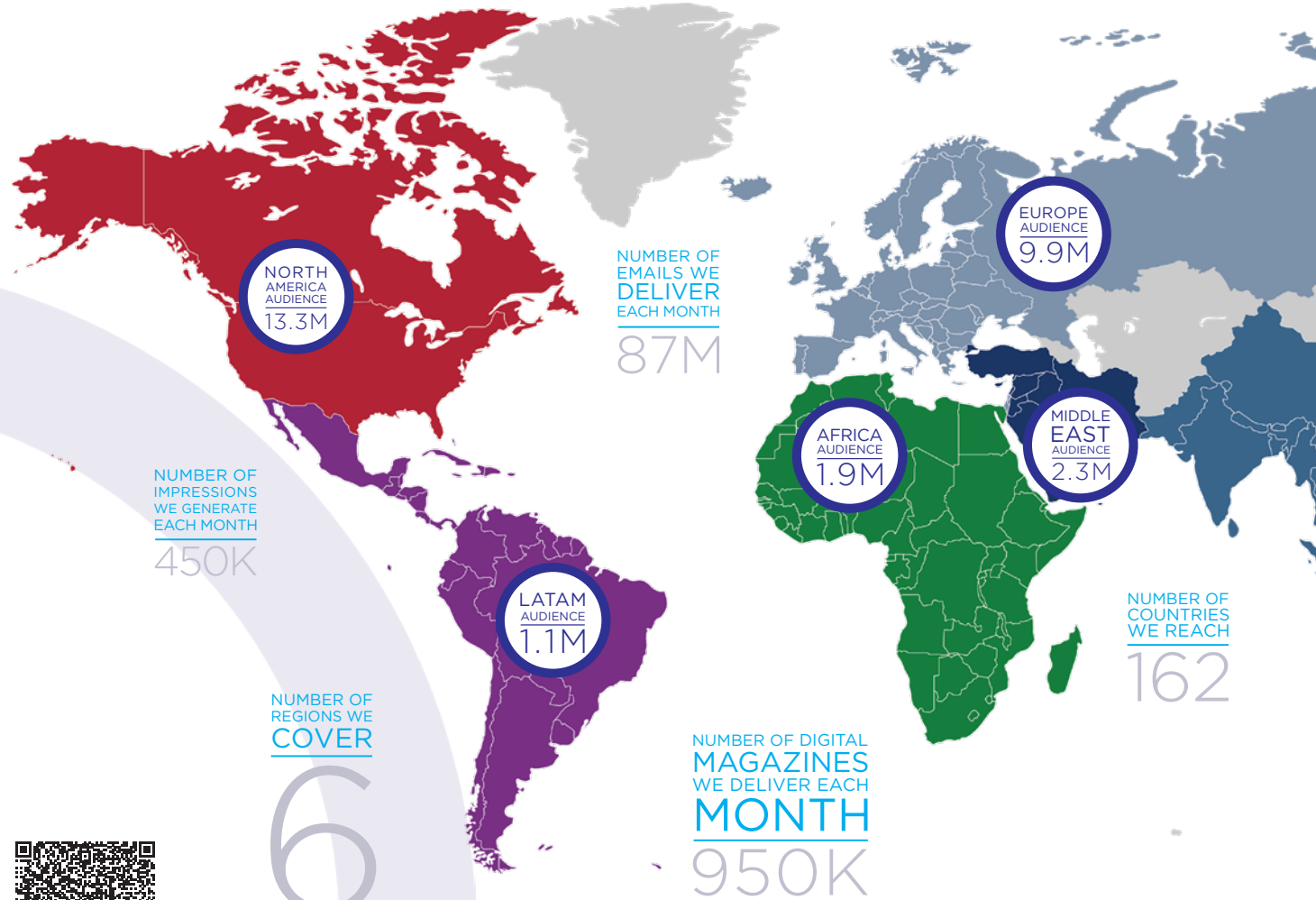
We work with you to build a bespoke survey based on your focus area in order to capture rich data and insights from your target audience, with the findings presented in both an interactive and PDF report.

Our **interactive reports** are custom-designed, allowing for an immersive user experience. A complete 360° service that develops the topic and ensures ROI. Unlike many competitors, our bespoke reports generate targeted leads and we share the details of everyone who participates in the survey.

Scan below to see these examples:

SIEMENS

Adobe



Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns, using different results driven tactics.

INTELLIGENT BRIEFINGS



There is no doubt that **video content** has become a staple for marketers. It's a powerful **digital medium**, revered for its ability to **engage, entertain** and provide accessible, **interactive content** for target audiences. We promote these via our **social media channels, brand websites** and our dedicated Intelligent Briefing website.

Through our range of video solutions, we are offering clients a chance to **connect with prospective customers** while presenting themselves as **thought leaders** and **experts** in their field, promoting their brand and providing rich analytics to boot. Whether you are looking to showcase one of your experts in a **Q&A interview**, invite partners to join you in a **digital forum** or spread the message even further with an **interactive webinar**, we have a solution to fit.

Scan below to see an example:



STRATEGIC CONTENT SERVICES



Perhaps you're looking to do things differently. Your marketing budget isn't infinite and you need to demonstrate ROI - but you also want to make an impact.

We offer a **creative, results-driven approach** to marketing challenges to deliver impactful content to your target audience and generate quality leads.

Through our strategic content services we can help you create content ranging from thought leadership articles to case studies, and from video interviews to data-rich bespoke reports.

Given exposure across our global technology awareness and which can also be used in our brands, it's content which elevates brand integrated lead generation campaigns.



Middle East

Arabia

Europe

North America



INTELLIGENT CIO

Africa

APAC

LatAm



CISO

Data Centres

Tech Channels

Fin.tech



SME.tech

Health.tech

CXO

Build.tech



NUMBER OF INDIVIDUALS WE HAVE IN OUR LIVE DATABASE 122 MILLION



Lynchpin Media is a boutique publisher registered in the United Kingdom. Company number 8096230
63/66 Hatton Garden, London, EC1N 8LE
Tel no: +44 20 3026 6825

GET IN TOUCH

MANAGEMENT



RICHARD JUDD, Managing Partner, richard@lynchpinmedia.com, +44 20 3026 6825, Ext 1001 or +44 7534 132 966



STUART LYNCH, Managing Partner, stuart@lynchpinmedia.com, +44 7514 807 117

CLIENT SERVICES



HARRY ROGERS, Marketing Manager, harry@lynchpinmedia.com



EVIE JONES, Marketing Executive, evie@lynchpinmedia.com

OUR BRANDS



Providing Unparalleled Technology Intelligence



Other Lynchpin Media documents:



Intelligent Briefings



CXO Priorities

MEET OUR FULL LYNCHPIN MEDIA TEAM



www.intelligentcio.com | www.intelligentciso.com
www.intelligentdatacentres.com | www.intelligenttechchannels.com
www.intelligentcxo.com | www.intelligentsme.tech | www.intelligentfin.tech
www.intelligenthealth.tech | www.intelligentbuild.tech

COMMERCIAL: CLIENT AND AGENCY



CARMEN ASTON, Director, Global Sales and Marketing, carmen@lynchpinmedia.com, +44 7423 641062



JAMES HARDY, Director, Global Agency Partnerships, james@lynchpinmedia.com, +44 20 3026 6825

