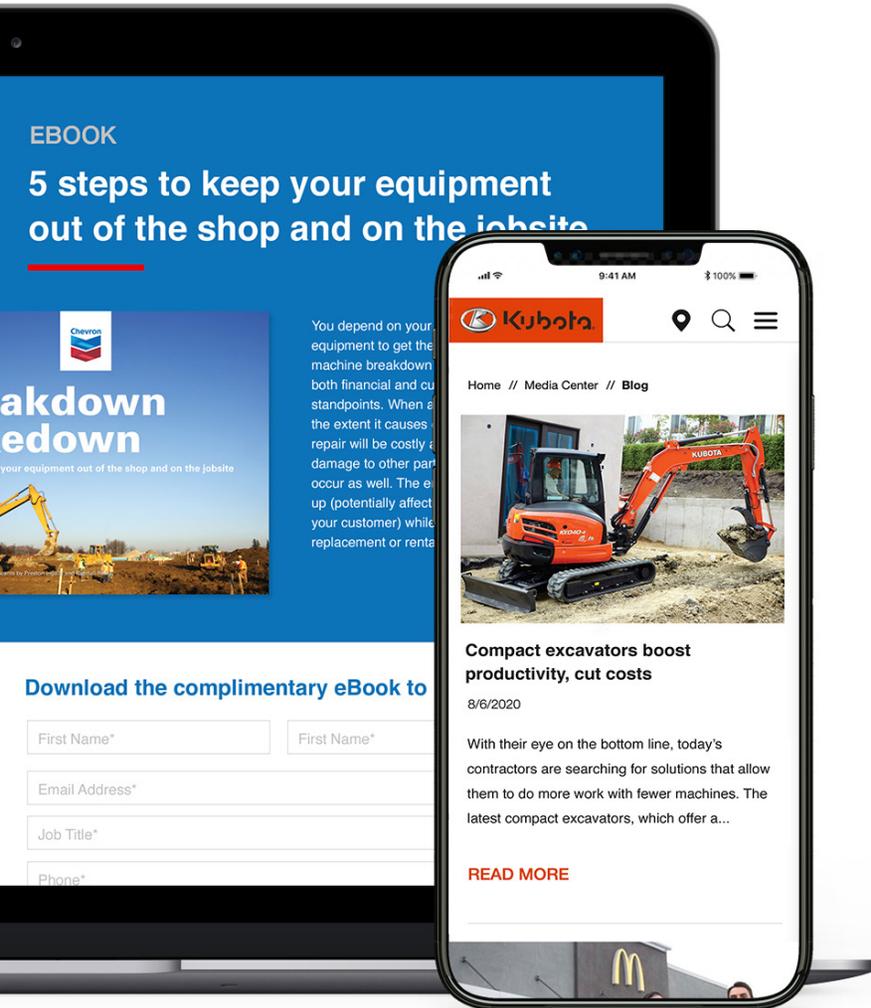




How marketers engage prospects

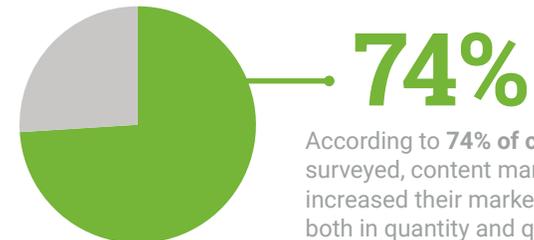


When prospects go through 70% of the buyer's journey before reaching out to sales, it can be challenging enough to engage them. Adding a pandemic to the mix makes it even more challenging to sway them your way.

That's why more marketers are leaning into content marketing through Randall-Reilly. Not only can our award-winning content creators develop custom content-including blog articles, video and surveys, but we can also harness the power of our proprietary data platforms to target and influence your ideal audience.



Content marketing provides conversion rates about **6X higher** than other digital marketing methods.



According to **74% of companies** surveyed, content marketing has increased their marketing leads, both in quantity and quality.

Source: Contentmarketinginstitute, Curata

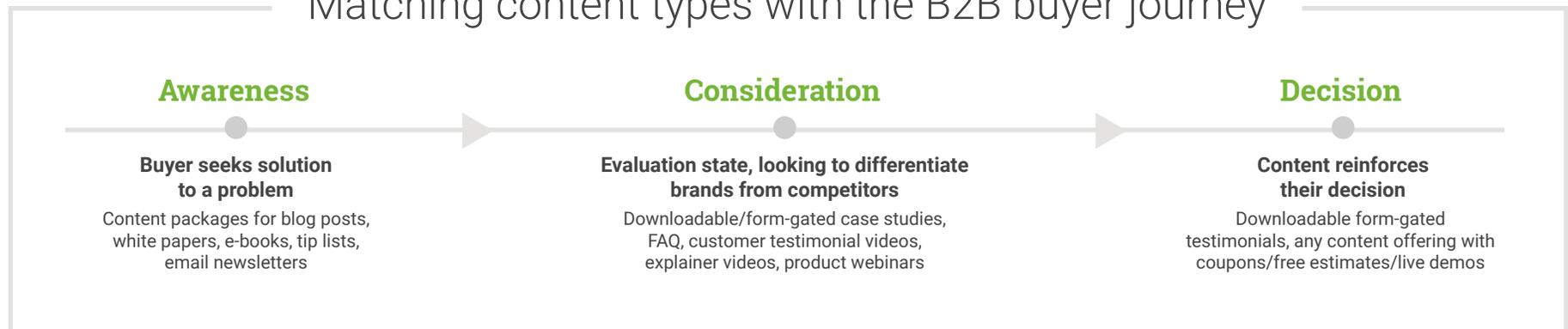
Content Offerings

Articles and topics including: industry issues, customer testimonials, legislation, driver and equipment operator safety, fuel economy, and equipment maintenance/leasing/sales/technology, business, dealer management, parts and service, and more.

Newsletter*	Custom content included in your branded newsletter to digitally targeted audience.
Research	Your queries will be sent to your custom audience, gathered and presented in a report and then form-gated to generate leads.
Packages	We'll create custom content tailored to your specific needs for your blog, websites or newsletters.
Creative Assets	Videos and customer testimonials and photography for your products or services.
Print Publications**	Content creation, creative implementation, and printing.
Form-gated Content	Downloadable e-books white papers*
Influencers	Setup and management of industry influencers

*Available in print, ** Digital available

Matching content types with the B2B buyer journey



Talk to your Sales Representative today to begin targeting your ideal audience with customized content.