## What does an awardwinning content marketing campaign look like?

An Alere campaign with the right strategy, right offer and right marketing mix.

CLIENTS: Alere & American Diabetes Association

PROGRAM: Content Marketing

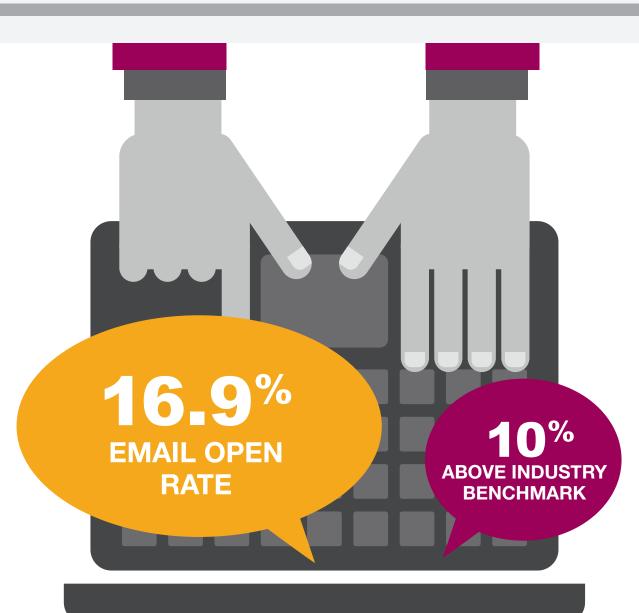
OFFER: Healthy Workforce Webinar

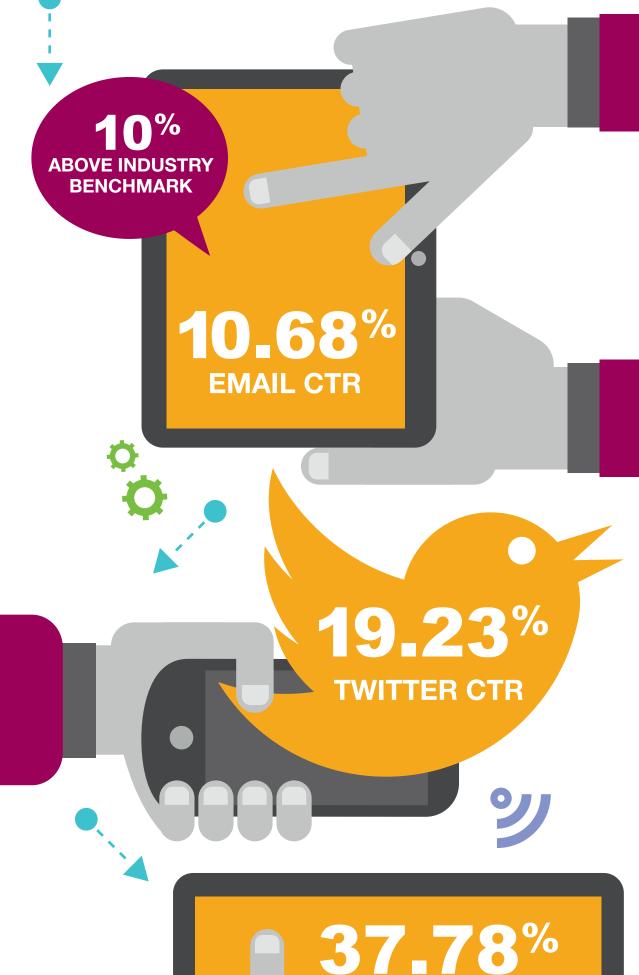
OBJECTIVE: Generate sales-ready leads and utilize best

practices to determine marketing conversion benchmarks.

conversion benchmarks.







CONVERSION RATE

10%
ABOVE INDUSTRY
BENCHMARK







