

The logo for ITWC, consisting of the letters "ITWC" in a bold, black, sans-serif font inside a white circle.

ITWC

FIVE WAYS TO REPLACE IN-PERSON MEETINGS

How ITWC can still get you
in front of your audience

A bright yellow starburst graphic with a jagged, sunburst-like edge, containing text.

**1.2 MILLION
UNIQUE
MONTHLY
VIEWS**

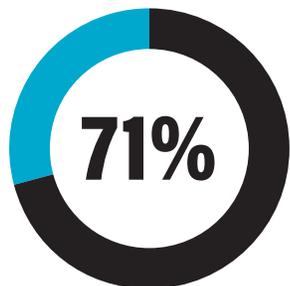


Here are **five ways**
you can engage
with your audience
without the new
challenge of
in-person meetings.

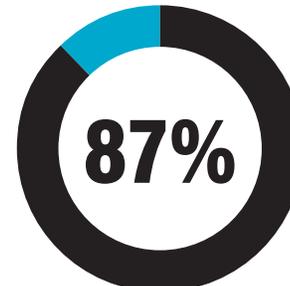


WEBINARS

Webinars are a proven marketing tool that let you connect with your chosen audience in real-time or on-demand. And they are about to get bigger. Our interactive and engaging webinars are popular with our Top 1000 clients and startups alike.



**of IT decision-makers
have registered for a
work-related webinar in
the past 12 months**



**of ITWC webinar attendees rate
the experience very good or
excellent, with 50% attending
two or more webinars a quarter**



PODCASTS

Get your brand in front of a loyal and engaged following. ITWC has developed podcast sponsorship opportunities for dozens of top brand clients. Let us show you some options.

Nearly **11 million** Canadian adults have listened to podcasts in the past year.

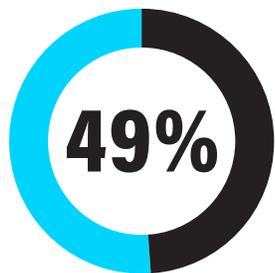


1.7 million: The combined downloads for ITWC's **#Hashtag Trending** and **Cyber Security Today** podcasts

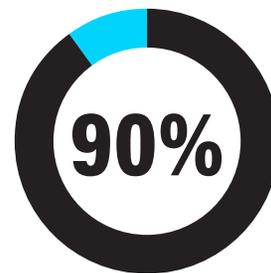


VIDEO

Video is critical to your content strategy because it's snack-sized, memorable, and measurable. With 20 years of experience and six COPA video awards to our credit, ITWC has the skills, creativity, and experience, to keep your customers pressing the Play button.



Marketers who use video grow revenue 49% faster than non-video users

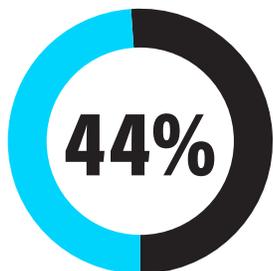


of customers say that product videos have helped them make buying decisions

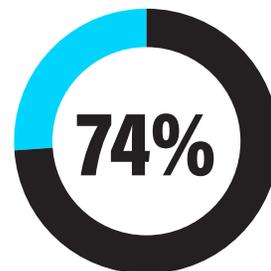


SPONSORED CONTENT

With up to 21 people now influencing the purchase decision-making process, you need an effective content strategy to succeed. Leveraging ITWC's award-winning writers and unprecedented knowledge of the tech audience, you can get the right message in front of the right people at the right time.



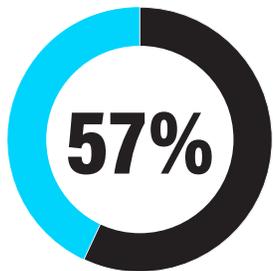
of companies rely on news sites for the information they used in the purchase process



The percentage of decision-makers more likely to consider a vendor that educates them at different stages of the buying journey

SOCIAL

Is your social strategy eating up valuable time without delivering ROI? Let ITWC deal with the complexities of Facebook, Twitter, LinkedIn and the next as yet undiscovered digital platform for you. We drive measurable results for several tech firms, why not yours?



of buyers strategically browse existing conversations on social media as part of their purchase research





**ITWC can connect you to your audience
when you can't be there in person.
Contact us to find out how.**



The Content Experts

**ITWC is Canada's leading
content provider serving the
IT community**

For more information contact

sales@itwc.ca