

gtm:
creative
strategies

A Wood Mackenzie Business

We take your
brand and make
it **work harder.**

creat
strate

We create custom
branded content.

It's simple. Custom is better.

Our campaigns get results. That's why
we create fully customized programs for
your brand — so that when you speak,
your audience hears you.

custom
is better

Create

We know you've got a story to tell.

We're here to help you tell it. Bring us your goals and your vision, and we'll develop a comprehensive program to drive your message to your target audience. Through thought leadership campaigns and lead-generation efforts, we craft the creative program that works best for you.

Execute

Start to finish.

We do it all. Creative Strategies handles every step of developing and executing your customized program. We establish goals and deliver performance through process.

Results

The right program. The right results.

When you align your brand with unmatched editorial credibility, top creative minds and seasoned analysts, the results are undeniable: brand awareness that puts you ahead of your competitors, lead generation that drives sales success and evergreen content that keeps you relevant.

GTM Creative Strategies creates a customized, collaborative experience for our clients. From **concept to execution** — we develop goals, build impactful campaigns and deliver a compelling message to the **industry's most engaged audience.**

Custom Feature Article

Your Message. Loud and Clear.

Experienced GTM editors conduct primary research and craft stories on the topics that are important to your company. Nothing speaks louder than compelling, relevant information. Over 400,000 unique visitors turn to GTM each month for our editorial take and industry outlook.

Custom White Paper

Your Voice. Stronger.

GTM Creative Strategies will develop a custom white paper that speaks directly to our engaged audience, giving them the most relevant information about your desired topic. We know our audience. We'll work with you to craft your message to keep readers engaged and interested.

Custom Video

Your Brand. In Motion.

A skilled Creative Strategies team will collaborate with you to develop targeted concepts and messaging for your video or video series, providing full pre- and post-production services, as well as promotion across the GTM network.

Custom Webinars

Your Expertise. Our Audience.

We connect you with your target audience. Aligning with our respected GTM Research analysts will lend unparalleled credibility to your brand and message.

Custom Events

Your Ideas. Live.

Sometimes it's not enough to put it on paper. We take your message to the next level with a custom event. Keep it intimate with a small roundtable or make a lasting impact with an unforgettable party — concept to execution.

Custom Podcasts

Your Story. Our Audience.

GTM produces the leading podcast for the energy industry. The Energy Gang, our flagship podcast, gets 70,000 monthly downloads. With a custom podcast series, you tap into that audience. Using our team of producers and editorial experts, GTM Creative Strategies will help you tell in-depth stories about the trends and topics important to you. Take it to the next level with narratives distributed to tens of thousands of listeners.

The Energy Gang Podcast

Your Mission. Aligned With Ours.

The Energy Gang is a weekly podcast that dives into the technologies, policies and market forces shaping the global energy transformation. Align your company with our fastest-growing medium and take advantage of our audience's 96% sponsor recognition rate.

Custom Collateral

Your Goals. Our Design.

Our talented team will act as your in-house agency to create highly impactful collateral for your brand. We provide content, infographics, and design. Communicating with your prospects and clients has never been easier.

GTM's Creative Strategies customized programs are just that, fully customized. We have shared some ideas — call us to discuss how we can take your initiatives and turn them into a comprehensive marketing campaign.

400k+

Unique Visitors
a Month

150k+

Industry
Contacts

150k+

Annual White
Paper Downloads

25k+

Annual Webinar
Registrants

1M+

Pageviews
a Month

800k+

Annual Podcast
Downloads

20%
growth

in online traffic year-over-year, resulting in more **connected communities** of industry professionals.



PA Consulting

In 2016, consulting, technology and innovation firm, PA Consulting Group turned to GTM to develop a thought leadership and awareness campaign for their US Energy & Utilities brand. During a one-year campaign, GTM broadened and strengthened the PA Consulting Group's voice with white papers, webinars, articles and videos developed and executed by GTM. The results were staggering. Aligning the PA brand with an industry leader and respected editorial voice increased their website traffic three-fold.

Components:

- Forty Feature Articles
- Four Custom White Papers
- Three Webinars
- Two Custom Videos
- Custom Landing Page
- Promotion of White Paper Library

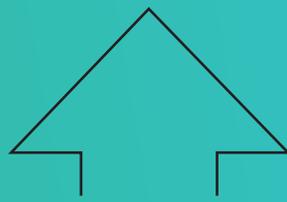
Intangible Results:

- PA had a trusted and agile partner to provide the content they needed exactly when they needed it.
- GTM's devoted audience of decision-makers from across the value chain ensured that PA's campaign reached the eyes and ears they wanted.
- PA aligned its offerings with editorial superstars like Stephen Lacey to amplify messaging on products and solutions.
- PA developed a long-term marketing vision that will allow it to build on branding achievements and opened up lead gen opportunities to drive sales success across the company.



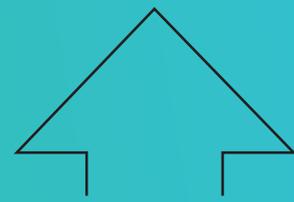
1849%

More Views
Than Average Videos



43%

More Leads Than
Average Webinars



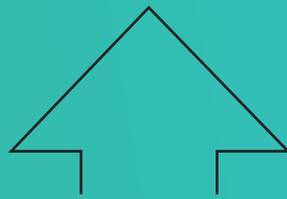
31%

More Leads Than
Average White Papers



80,000

Total Pageviews Generated
by Feature Articles



4,000

Total Leads Generated
by White Papers



3,500

Total Leads Generated
by Webinars

“ *Aligning our brand with GTM in 2016 allowed us to expand our reach in the U.S. We were able to benefit from the well-established editorial credibility of GTM and attach our name to their industry-leading coverage and world-class editorial team, expert contributors and analysts.*

Peter Siggins, PA Consulting Group

Case
study

When you work closely with a talented, creative team to build comprehensive marketing plans and customized content programs—all backed by the highly credible GTM editorial brand—you benefit from aligning with the industry leader.

www.greentechmedia.com/creative



Creative Strategies

Kelly Mount
Director, Creative Strategies

Katie Tweed
Senior Editor, Creative Strategies

Stephen Lacey
Editorial Advisor

Sales

Carrie Whitmore
Director, Online & Event Sales

Chrissy Nicolia
Sales Manager, Grid Edge

Christina Donegan
Account Development Manager

Tripper O'Mara
Account Development Manager

Marketing

Brendan Pettit
Senior Manager, Digital Operations

Brady Pierce
Senior Manager, Digital Marketing

Nicholas Rinaldi
Senior Manager, Marketing

Design

Kristine LaRocca
Lead Graphic Designer

A-Young Lee
Graphic Designer

Madison Azevedo
Junior Graphic Designer

Binh Nguyen
Junior Graphic Designer

For more information, please contact sales@greentechmedia.com