



## Online Community Program Overview

TMCnet Online Communities are content-generated, information-rich portals designed to position your company as the leading, “go-to” resource for your industry group. With an Online Community you will...

### Be found at the top of search results - *Organically*

Most people begin their search queries for purchase information online, so prominent and organic placement is vital in helping your potential customers “see through the clutter” and find your products.

The vast majority of TMCnet Online Communities rank on the first page of search engines like Google and Bing. Organic search ranking is key, as it positions your company as the thought leader in your industry as opposed to a search click ad, which anyone can purchase.

**39%** of Search Engine users believe that the companies whose web sites are returned among the top search results are the leaders in their field

### Integrate and Streamline Your Online Marketing Initiatives

Today, consumers are getting wiser and pickier about how, where and when they want to receive information. If you’re like most companies, you are going to the Cloud to find innovative ways to reach your target audience and using various SEO, branding, or social initiatives to do so. But **how do you bring it all together in a streamlined, cost-effective way?**

You need to not only connect to the cloud, but forge connections in it, and Online Communities are the best way to bring all your online marketing initiatives together in one, powerful place.

**“52% of Marketing Budgets Are Allocated to Online Initiatives”**  
**Are you spending in the right places?**

(Source, IDG Research, 2010)



### Partner with a full-service, integrated global media company



TMCnet has been building Online Communities within its well-respected 3rd party media environment for over 10 years, and has built over 200 successful sites. Communities are promoted on over 5 million high-quality web pages from the moment they launch.

*TMCnet experiences close to 2 million unique visitors each month. 64% of these visitors influence purchases at their companies*

### Be part of one of the fastest-growing trends in online marketing, and have access to the most cutting-edge technology

Only TMCnet Online Communities are powered by proprietary content-targeting technology. Communities run constantly, are never “turned off”, and are available at the same location no matter where you are or when you’re searching. Plus, we provide you with valuable links back to your company web site, which can be an invaluable SEO tool.

More than 3,000 relevant and credible news items and articles are posted daily on TMCnet. We have a first rate team of industry expert bloggers and over 80 editors contributing to our site.

Sample Global Online Community and Channel



## Receive a High-Volume of Quality Content Every Month

The content for your Community will be provided by TMC editors and designers who will frequently post exclusive, original pieces, such as news articles, to your Community. The content may include information about your company, your industry, or other relevant news. This content keeps your Community fresh, compelling return visits and driving high SEO.

### Content created for your Community may include:

- News Articles and Press Releases
- Product Reviews and Demos
- White Papers and eBooks
- Webinars and Videos
- Catalogs and Brochures
- Promotional Campaigns
- Podcasts
- Blogs
- Surveys
- Social Media Integration
- eNewsletter
- And More!

## Get Ads and Promotions to Boost Your Brand

In addition to the "promotional blitz" your site will receive the day it launches, TMC's creative team will also create promotional ads such as a leaderboard, skyscraper and ad box to post on TMCnet, promoting your Community, company branding and messaging to TMCnet's millions of monthly visitors. These ads will also be the only ones visible on your dedicated Community page.



Ad Box

Leaderboard

Launch Email Blast

**“The whole process was one of the easiest design and implementation events I have ever witnessed. The team was available all hours of the day, could answer questions, give guidance and get things moving quickly which made our lives so much easier. And within days I was seeing real updates. From concept to design is where TMC excels.”**

— Karl Bateson, Channel Marketing Manager, Jabra

## Be in control of your Community, and have options

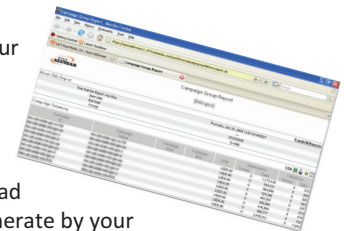
TMCnet Online Community monthly costs are consistent and transparent. Plus, unlike search ads, you won't "pay per click" or for each visitor to your site.

You choose your Community term. Community keywords are exclusive and are an extremely lucrative asset to companies who purchase them – as they have first right of renewal. As a result, most of our clients choose to renew their Communities year after year.

You can choose the content, multimedia and social media elements to incorporate into your Community; the possibilities for content are endless

## Measure ROI and see real-time results

Every Community comes with detailed reporting that tracks every page view and click on your site, giving you comprehensive statistics on your Community's performance.



You will also be provided any lead information your site assets generate by your TMC team.

## Join the Club

TMCnet is proud to partner with our Online Community sponsors, some of which are listed below.

