

GET LEADS WITH A HOSTED WEBINAR

**PROFESSIONAL MARKETING
SOLUTIONS FOR THE
PERSONAL CARE SUPPLY
CHAIN INDUSTRY**

**COSMETICS
BUSINESS**



WELCOME TO COSMETICS BUSINESS

The *Cosmetics Business* Group is the cosmetics and personal care industry's leading multi channel B2B platform.

Through digital, live and print products, and dedicated social channels, the Group informs and inspires business leaders and decision-makers around the world.

The Group's Editors deliver breaking news, exclusive content, in-depth analysis, technical papers, trend reports and live content agendas covering the entire industry from ingredients and packaging to regulation, retail and marketing.

Advertisers can expect to engage with a captivated and loyal community of professionals, and align their business with a trusted industry partner.

COSMETICS BUSINESS



1,000,000*

OPPORTUNITIES TO SHOWCASE YOUR BRAND EACH MONTH



28,000
newsletter subscribers



140,000
website users



170,000
LinkedIn followers

* Based on 154,372 monthly visitors (11 Jan - 9 Feb 2023) to cosmeticsbusiness.com, 171,737 LinkedIn followers (10 Feb 2023) 25 CB and PB newsletters per month to subscriber base of 28,842 as at Jan 2023, plus audiences on Instagram, twitter and Facebook.

GLOBAL WEBSITE AUDIENCE

cosmeticsbusiness.com has a global reach with concentrations in Europe and North America who make up **75%** of our audience.



ESSENTIALS

BENEFITS

- ◆ Data rich opportunity
- ◆ Highly engaged self-prospected delegates
- ◆ High value brand awareness in virtual room
- ◆ Interactive options such as surveys, polls, Q&A's, resources, call to action
- ◆ Unique content that can be reused multiple times

PLANNING

- ◆ To get the most from your webinar plan 8 weeks ahead
- ◆ Reserve your date as soon as possible
- ◆ Consider your topic for the presentation
- ◆ Have a compelling title, or ask us for advice
- ◆ Establish who will be presenting
- ◆ Identify your audience - who you want to attend
- ◆ Deliver your creative assets to us
- ◆ Record your presentation
- ◆ Sit back while we do the rest

SIX WEEK MARKETING PLAN

- ◆ E-mail marketing promotion to database weekly x 6
- ◆ Leaderboard banner and MPU display promotion on cosmeticsbusiness.com (80k TBC impressions)
- ◆ Sponsored newsletter featured story (subject to availability)
- ◆ Listing in the webinar section on the daily newsletter
- ◆ Event promoted on home page of cosmeticsbusiness.com within events section
- ◆ 6 x social media sponsored posts on LinkedIn
- ◆ Event listed on LinkedIn

**ALWAYS
PLAN AHEAD**

**DRIVE
DELEGATES
WITH ENGAGING
TOPICS**

**GET GDPR
COMPLIANT
LEAD DATA**

PACKAGES

SOLUTION 1

- ◆ Dedicated company webinar solution, pre-record presentation to LIVE Q&A session
- ◆ Delegates sourced from extensive audiences'
- ◆ Production support when pre-recording
- ◆ Professional market leading webinar console
- ◆ Hosted by *Cosmetics Business* Editor
- ◆ 6 x week extensive marketing plan across all channels
- ◆ Registrant data supplied - fully GDPR compliant
- ◆ Video on-demand for 12 months

FROM £12,000 +VAT

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BUSINESS**



WATCH AN
EXAMPLE



PACKAGES

SOLUTION 2

COSMETICS BUSINESS ROUNDTABLES

- ◆ Roundtable event with 4 x speakers
- ◆ Delegates sourced from extensive audiences'
- ◆ Production support when pre-recording
- ◆ Professional market leading webinar console
- ◆ Hosted by *Cosmetics Business* Editor
- ◆ 6 x week extensive marketing plan across all channels
- ◆ Registrant data supplied - fully GDPR compliant
- ◆ Video on-demand for 12 months

FROM £5,000 + VAT



TIMELINE

WHAT WE NEED FROM YOU



8 WEEKS AHEAD BOOK YOUR DATE

Knowing when you want your event helps you and us, to ensure we deliver all the elements in the right place at the right time. Planning ahead will get the best quality outcome for your event.



7 WEEKS AHEAD NAME YOUR WEBINAR

The title is an important element to engaging the people you want to attend. The title should tell the people who receive your communication exactly what they will get out of the event. Good headlines include words like, how you can find, learn how to, deliver more sales from, reduce the cost of...



6 WEEKS AHEAD YOUR IDEAL CUSTOMERS

Knowing exactly who you want to speak to helps us to create marketing and messaging that will resonate with your desired audience. Tell us the how senior the roles are, the types of business that your solutions will solve and the areas and locations you want to drive new customers from.



3 WEEKS AHEAD RECORD YOUR PRESENTATION

Three weeks before record your presentation. Many people are nervous about presenting live which is why we recommend a pre-record video that rolls over to a live Q&A. Not only that - if there is any technical failure on the day there is a backup for us to use.

TIMELINE

WHAT WE'LL BE DOING



8 WEEKS AHEAD RESERVE MARKETING SLOTS, BUILD THE REGISTRATION PAGE

Once we know when your webinar is planned for we will make all the arrangements to ensure we drive attendees for your event. This includes a registration page where we capture all the GDPR compliant data on your behalf.



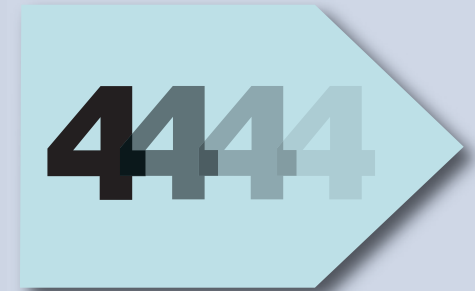
7 WEEKS AHEAD SOFT LAUNCH THE WEBINAR, PLAN OUT MARKETING

When we have the title of your webinar we will start to brand email marketing out to our database letting them know to look out for more details on your event. Building anticipation is an effective way to start your marketing plan.



6 WEEKS AHEAD LAUNCH OUT ALL MARKETING, SUPPORT YOUR RECORDING PLAN

6 weeks ahead we will launch out our extensive marketing plan to our tried and trusted format which includes, banner ad promotion, e-blasts to our database, newsletter promotion.



3 WEEKS AHEAD DESIGN CONSOLE, KICK OFF MEETING WITH EDITOR

At this point we will be pulling together a bespoke console with your input to make sure you get the most for this investment. We recommend that you add a call to action such as - register for our newsletter, ask sales to contact me, book in a demo, whatever will give you the most return. Also include relevant resources and brochures to help delegates learn more.

SUMMARY

- ◆ Webinars are a great solution to engage with the industry and your prospects
- ◆ It offers branding and call to action marketing
- ◆ Working with a professional, experienced partner such as *Cosmetics Business* takes the strain away of running a broadcast event
- ◆ We plan all the marketing - to drive registrants for 6 x weeks
- ◆ *Cosmetics Business* delivers over 1M opportunities for brands to be seen across our database and social channels
- ◆ All data supplied is fully GDPR compliant
- ◆ Content available for 12 months on demand

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