

New features (According to the plan)




- ➔ **Message Module:** some versions allow receiving and responding to messages from your own LeadSite.
- ➔ **Image Bank:** access to image banks to include in content.
- ➔ **Review Approval:** the client can decide which reviews are shown.
- ➔ **Verification Badge:** highlights the client in searches.
- ➔ **Locations:** possibility to define coverage by country or city.
- ➔ **Website Backlink:** allows showing the client's URL to strengthen SEO.
- ➔ **Classifieds and Additional Powers:** access and publication of classifieds, events, jobs, premises, forums, and coupons according to the plan

Marketing 360 Plans

Year Plan	Included Credits	Cost per lead (USD)	Included Categories	Products (listings)	Ad in Magazine*	Included Articles
GOLD 360	500	15	25 categories	90 products	1 Page	30 articles
SILVER 360	400	15	20 categories	70 products	1/2 Page	20 articles
BRONZE 360	300	15	20 categories	50 products	1/3 Page	15 articles

*All Issue Print

Off-site Benefits

-  **GOLD 360:** Ad in magazine 1 Page(print & digital, maximum exposure); Email Marketing; Newsletter Banner; Rotating top Banners; Meta Ads x15 days (3 campaigns); Presence in events; Lead magnet (downloadable).
-  **SILVER 360:** Ad in magazine 1/2 Page(print & digital, medium reach); Email Marketing; Newsletter Banner; Rotating top Banners; Meta Ads x15 days (2 campaigns); Presence in events; Lead magnet (downloadable).
-  **BRONZE 360:** Ad in magazine 1/3 Page(print & digital, limited coverage); Email Marketing; Newsletter Banner; Rotating top Banners; Meta Ads x15 days (1 campaign); Presence in events; Lead magnet (downloadable).

Digital Marketing Plans

Digital Marketing	Included Credits	Cost per lead (USD)	Included Categories	Products (listings)	Included Articles
GOLD 360	200	20	15 categories	30 products	15 articles
SILVER 360	150	20	10 categories	20 products	10 articles
BRONZE 360	100	20	5 categories	10 products	5 articles

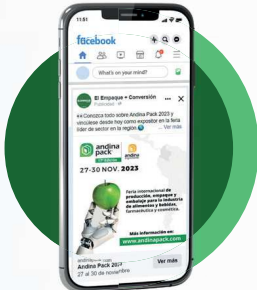
DIGITAL AND PRINT PRODUCTS

Meta Ads



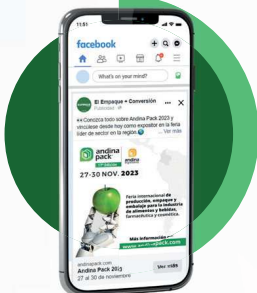
Purpose: Generate traffic, awareness, and conversions (downloads and registrations).

LinkedIn Ads



Purpose: Professional segmentation and generation of quality contacts.

WhatsApp Marketing



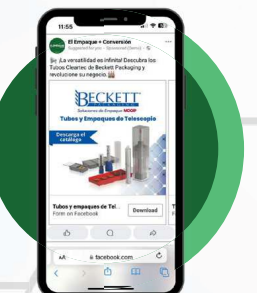
Purpose: Direct follow-up with high open rates; ideal for closing post-event leads.

Email Marketing



Purpose: Nurturing, sequences, and segmented communication for conversion.

Downloadable Campaign / Lead Magnet



Purpose: Technical content that attracts qualified contacts and allows for measuring real CPL (Cost Per Lead).

Content Marketing



Purpose: Build authority, improve SEO, and nurture the middle/long funnel.

Performance Content



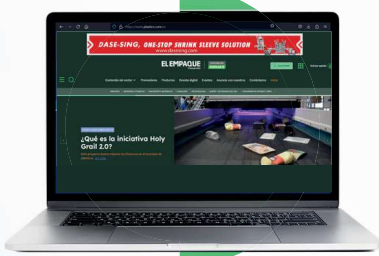
Purpose: Sponsor content already positioned on Google to amplify reach and leverage existing traffic.

Commercial Webinar



Purpose: Technically educate, position expertise, and obtain qualified leads.

Banners



- 1 Pop-up (5 days)
- Home Sponsorship (headline 12 months):
- News Category
- Suppliers/Products Category

Printed and digital magazine



- Full Page
- 1/2 Page
- 1/3 Page
- **Premium Positions (examples):** Inside cover, Back cover, Inside back cover, Wrap around, Flap insert.