lead generation 2014

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Lead Generation

MCOL offers an exciting range of turn-key and custom healthcare business lead generation solutions – fully administered and promoted by MCOL - each involving applicant registrations meeting your targeted criteria with full contact information compiled for you!

Webinars – MCOL's HealthcareWebSummit offers options including complimentary webinars featuring your speaker program; complimentary webinars with recruited speakers and custom content; or even paid webinars you co-sponsor at a very affordable rate.

On-Demand Videos – stream your own past webcast; previous sponsored HealthcareWebSummit event; or custom short video developed with MCOL to registered applicants.

White Papers – deliver your current white paper – or even commission development of a new custom paper covering your issues of choice – for download to registered applicants.

e-Polls – survey a targeted audience on your selected questions, with a full report on findings compiled by MCOL for distribution to participants and qualified others registering to receive the report.

Compendiums – select from applicable topics, and MCOL can prepare a custom compendium from a vast archive of MCOL content - insert any supplemental content and promotional pages from you - and distribute a valuable, attractive Compendium e-publication to registered applicants.

Memberships – underwrite annual MCOL paid memberships for a targeted population for a surprisingly affordable price; including the capability to issue periodic custom sponsored e-newsletters to them.

Customized lead generation solutions including e-blast and sponsor message promotions can be designed to fit your specific lead generation campaigns For detailed information about these solutions, and to receive a quote, please contact: Claire Thayer, Vice President Business Development at 503-226-9850 or clairet@mcol.com