

## SOCIAL MEDIA AMPLIFY PROGRAM

### CHALLENGE

Big data, HPC and AI analysts and implementers in major verticals are inundated with webcast, white paper and event alerts on a consistent basis. The industry is expanding, along with the vendor community, creating a great need to cull as many leads and garner as much interest as possible for new companies or breaking technologies. Most new companies leverage in-house webcasts, events and white papers for this as they tend to be low cost to implement, can leverage expertise, and be delivered via on-demand platforms.

The challenge lies in fulfilling your registration requirements for these programs, even those with the most compelling content. It can also be time consuming to write and rewrite marketing content for your promotions to gain the momentum you are hoping for. We have a solution for you that will broaden the reach of your message and amplify the exposure of your program. You'll be pleased to learn that it is easy and inexpensive.

### SOLUTION

We can offer you timed, sponsored tweets to our twitter audience (*HPCwire*, *EnterpriseAI*, or *Datanami*) at a price point that a marketing manager can sign off on. It can be a quick decision and implementation that drives immediate impact. Let us be your roadmap to more qualified registrations for online events, new content, announcements and show promotions.

**Our Twitter audience is powerful, nearly 31k followers across the board. Amplify your call for registrations severalfold! Contact: Jeff@Taborcommunications.com**



## SPONSORED TWEET PACKAGE

### GOLD PACKAGE

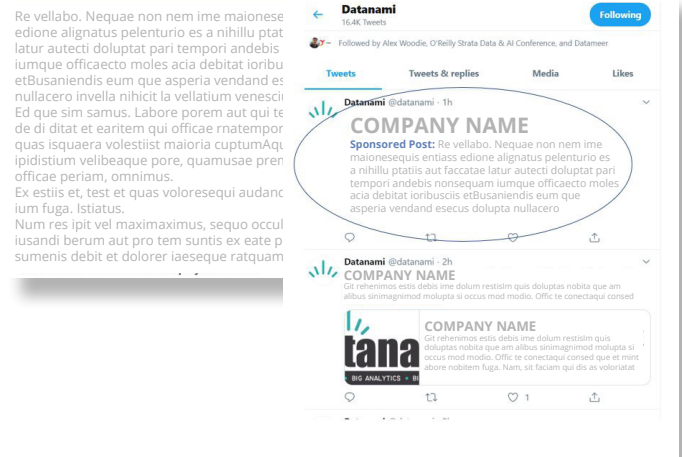
3 tweets over the course of 5 days

### SILVER PACKAGE

2 tweets over the course of 5 days

COMPANY NAME

PROGRAM NAME  
DATE | TIME



### HOW IT WORKS

- ✓ Client sends Twitter posts to the TCI Team one week prior to scheduling
- ✓ Includes 2-3 tweets over 5 days (depending on selected package) plus image: 1200x675
- ✓ No edits or changes to copy or character length once submitted
- ✓ May include 50-60 characters, hashtags (if desired), URL
- ✓ Posted at peak traffic times based on our in-house traffic research for best results
- ✓ ONLY TWO PACKAGES AVAILABLE PER WEEK