Construction
Digital Marketing & Advertising Solutions
AZoNetwork is the leading digital marketing platform for Science, Technology and Healthcare audiences. With an audience of 135M+ annual visitors across our websites and over 900K first party subscribers, we have over 22 years of digital experience in connecting these communities.
What we do

We specialize in providing and delivering Marketing, Advertising, SEO, Audio-Visual and Web Services for companies in Science, Technology and Healthcare.

We help companies develop and execute their digital marketing strategies through content distribution, content creation, web services, brand awareness, lead generation and real-time analytics.

CREATE
DISTRIBUTE
ANALYZE
AZoBuild is the leading content marketing platform which reaches engineers and industry professionals in the Construction industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average Jan to Dec - Readership based on sample of subscribers
<table>
<thead>
<tr>
<th>Topic</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy Storage Technologies</td>
<td>35,130</td>
</tr>
<tr>
<td>Photovoltaics</td>
<td>15,497</td>
</tr>
<tr>
<td>Nanoparticles and Colloids</td>
<td>28,413</td>
</tr>
<tr>
<td>Heat Treatment</td>
<td>51,187</td>
</tr>
<tr>
<td>Graphene and Nanotubes</td>
<td>27,730</td>
</tr>
<tr>
<td>Polymers</td>
<td>56,540</td>
</tr>
<tr>
<td>3D Printing</td>
<td>24,576</td>
</tr>
<tr>
<td>Clean Technology</td>
<td>24,080</td>
</tr>
<tr>
<td>Sensors</td>
<td>68,462</td>
</tr>
<tr>
<td>Industrial Automation and Robotics</td>
<td>18,165</td>
</tr>
<tr>
<td>Semiconductor Analysis and Manufacturing</td>
<td>38,164</td>
</tr>
<tr>
<td>Thin Films</td>
<td>28,879</td>
</tr>
<tr>
<td>Technical Ceramics</td>
<td>57,486</td>
</tr>
<tr>
<td>Advanced Alloys</td>
<td>32,546</td>
</tr>
</tbody>
</table>
Newsletters

Quantum Science 6,975 Subscribers
Mining Industry News 65,748 Subscribers
Atomic Force Microscopy 15,092 Subscribers
Scientific Cameras and Imaging 12,806 Subscribers
Power Generation 5,772 Subscribers
Electron Microscopy 42,933 Subscribers
Optical Microscopy 15,576 Subscribers

Photovoltaics 15,479 Subscribers
Tribology 7,987 Subscribers
Fuel and Lubricant Analysis 16,138 Subscribers
Food and Beverage Analysis 22,821 Subscribers
Water Analysis 9,712 Subscribers
Particle Analysis 26,645 Subscribers
Newsletters

- Infrared Spectroscopy: 21,182 Subscribers
- Particle Analysis: 26,645 Subscribers
- XRD and Crystallography: 20,686 Subscribers
- Rheology and Viscometry: 51,121 Subscribers
- Thermal Analysis: 52,790 Subscribers
- Surface Metrology and Measurement: 40,150 Subscribers
- Forensics and Toxicology: 32,853 Subscribers
- Protein Analysis: 28,528 Subscribers
- Elemental Analysis: 46,436 Subscribers
- Gas Analysis and Measurement: 18,569 Subscribers
- Lasers: 42,652 Subscribers
- Non-Destructive Testing: 58,551 Subscribers

Elemental Analysis

Infrared Spectroscopy
Solutions

Lead Generation
9  Newsletters
10  Customised Emails
11  Product Profiles
12  Product Showcase

Brand Awareness
13  Content Distribution
14  Display Advertising
15  SEO
16  Website Design
17  Google Ads Management

Content
18  Content Creation
19  Social Media Content
20  Interview: Insights from Industry
21  Interview: Thought Leaders
22  Video Services
23  Expert Presentations on Demand
24  Virtual Video on Demand
25  Webinar Production
26  Podcast Production

Proving ROI
26  Real Time Analytics
27  Conversion Rate Optimization
Target our first-party subscriber database by their specific professional interests. Reach over 900,000 named scientists, engineers and industry professionals.

Our unique ability to match your targeted audience’s interest with the right content explains why this channel is so popular with clients and subscribers alike.

Choose between Headline or featured sponsorships.

**Gain immediate exposure for your story.**

**Boost brand awareness within a targeted community.**

**Increase lead generation.**

**Measure your ROI with automated reports.**

**+900K SUBSCRIBERS**
Create your own high-quality email campaigns.

You decide on the messaging, the audience and the budget and our team will help with everything else from start to finish.

Reach a highly qualified audience in our first-party subscriber base.

Target specific markets by keyword, application, industry & geography.

Measure results with our unique AZoIntel Analytics platform.

Customize your message and design with our email specialists.
**LEAD GENERATION**

**PRODUCT PROFILES**

Demonstrate the benefits, features and key capabilities of your Products and Equipment with our Product Profiles.

- **Engage** your audience at the **right stage** in the buying cycle.

- **Enrich** your product listings with **relevant videos, images and applications**.

- **Publish** the product profiles to our product categories on the relevant **AZoNetwork websites**.

- Product profiles include RFQs and other targeted **calls-to-action**.
Showcase your newest products and their applications to a global audience with a complete product package.

Create maximum exposure for your new products and their applications.

Ensure customers understand what makes your new product innovative and exciting.

Choose additional content like video, webinars, or email services to promote your products.

Receive a complete support program to market your products.

COMBINE THE FOLLOWING OPTIONS OF YOUR CHOICE:

- Individual Product Profiles
- Thought Leader or Insights from Industry Interview
- Targeted Newsletter Sponsorship
- Content Distribution
- Display Advertising
BRAND AWARENESS

CONTENT DISTRIBUTION

Educate and attract your key audience.

We repurpose and distribute your existing content on an AZoNetwork site to reach a highly relevant target audience.

- Use your existing content: white papers, application notes, case studies, etc.
- Repurpose your content, maximize organic search engine visibility, and include calls-to-action.
- Measure content engagement & results with our unique AZoIntel Platform.
- Publish on relevant AZoNetwork sites and post to our social media channels.

How Modularization is Transforming Plant Design & Build

While Industry 4.0 continues to revolutionize the way manufacturing and processing plants operate, many businesses are also looking at how the design and build of a facility can be accomplished more efficiently. Here, Dave Folar, international operations director at engineering solutions provider BauBletting Group, explores the concept of modularization and how it is transforming the design and build process both at home and overseas.

Modularization is not a new concept. In fact, many plants have been using it to reduce the complexity of internal systems for many years. However, more and more plant managers are now exploring the modularity as a way of reducing construction costs and, more interestingly, reaching new markets.

The process involves manufacturing pre-built components at one site, then shipping them all to the build site and assembling them. Each facility is made up of various modular modules of differing sizes, within which all of the required equipment is installed.
Increase brand awareness by targeting the AZoNetwork audience of engaged B2B visitors with various Display Advertising options.

- **Increase brand awareness and visibility.**
- **Measure and increase traffic to your website.**
- **Reach highly-targeted and relevant audiences.**
- **Get your message across with visually appealing creatives.**

**AD SPECIFICATIONS**

**900,000+ Global Subscribers**

**135M + Unique Visitors**
Rank highly for your keywords by combining the on-site optimization with regularly updated content and quality links. As your website visibility increases, you’ll see an increased return on investment with more leads and sales being generated.

**Target relevant keywords for your industry.**

**Improve your website’s ranking on search engines.**

**Increase quality traffic to your website.**
Design a website for your customers. Provide a great user experience, positively showcase your brand & optimise for leads and search engines.

- Web visitor-to-lead functionality.
- Fully optimised for search engines.
- Content management system (CMS) training.
- Website Design & Development
- Fully Responsive
- Retina Ready
- HTTPS Certificate
- Shopping Cart Ready
- Full training on CMS
- You own all rights
We manage your Google Ads campaigns by preparing a well thought out strategy and implementation plan that is optimised to help you get the best results for your ad budget.

**CASE STUDY**

- **Keyword Research and Planning**
- **Optimisation**
- **Growth**
Create unique, informative, and engaging content to help you tell your story to the right people at the right time.

- Generate **premium quality content** on a subject of your choice.
- Develop **thought-leadership** with content curated specifically for your target audience.
- Own the content to use on your site, OR use our vast audience network for **content distribution**.
- Use the **experience** of our team to provide **guidance** on what works and what doesn’t.
- **Free up your marketing team** by using our network of copywriting experts.

130+ **Scientific writing experts** on our team
Re-purpose your existing podcasts, webinars and video content for use across social media.

Reach your audience with rich multimedia on their social platforms.

- Up to 5 x Social Media snippet videos.
- High quality, professional audio & video content.
- Increase brand awareness online and on all of the major podcast players.
- Reach and engage your audience on Social Media.
Tap into your teams’ product expertise and knowledge and convert it quickly and easily into powerful marketing collateral with an Insights from Industry interview.

Create evergreen content which engages clients for years to come.

Choose an in-house expert to showcase your thought-leadership.

AZo Editors produce an engaging and educational written interview.

Feature the interview on a relevant AZo site to reach your target audience.

Measure content engagement & results with our AZoIntel Platform.
THOUGHT LEADERS

Display and promote your end users’ research activities and illustrate how they have used your products or services. Our Thought Leaders series focuses on the knowledge and research of key opinion leaders and academics.

Your customers discuss their research and how your product or service helped advance their work.

Generate an engaging thought-leader interview from a credible 3rd party.

Interview an industry expert to create relatable content for your audience.

We conduct the interview and publish on relevant AZo websites.
Bring your content to life with our video creation services. We manage everything from concept to filming to post-production and distribution.

Showcase your products, applications, testimonials, and more through video.

Choose from a range of video styles.

Work with our video specialists to create captivating video content.

You own the video, but we will help you distribute your videos across the AZoNetwork websites.
Give your keynote presentations the production value they deserve with an Expert Presentation On-Demand (ExPOD).

Reach your audience online, at virtual events and tradeshows.

Demonstrate real thought leadership through targeted content.

Work with our video specialists on speaker preparation through to recording and post-production.

Promote and distribute your presentation with our industry-specific newsletters and websites.
Virtual Video On Demand

Use our highly skilled and experienced team of AV professionals to showcase your thought leadership and bring your subject matter to life. Virtual videos on-demand (VVOD) are interactive, engaging and professionally produced.

High quality, professional audio-visual content.

Demonstrate real thought leadership through targeted content.

Smooth, easy process from speaker preparation through recording and post-production.

Enhance user experience (UX) of your written content across the AZoNetwork.
Engage and educate your audience with a scientific webinar. Leave the planning, promotion and execution of your next webinar series in our hands.

Reach a global audience in a format that is accessible and convenient.

Demonstrate thought-leadership and prioritize education during the customer journey.

Educate your customers about a new product or application.

Collect market intelligence before, during and post-webinar.
Bring your subject matter to life and reach your audience with a professionally produced and distributed podcast or podcast series.

Reach a **global audience** on all of the major podcast players.

Stimulate discussion and demonstrate thought leadership.

Smooth, easy process from speaker preparation through recording and post-production.
Measure and monitor the ROI of all of your AZoNetwork campaigns using our unique analytical platform – AZoIntel.

With over 135 million unique visitors and over 500,000 content items, we have the ability to demonstrate your audience as well as provide market intelligence to assist with your content marketing decisions.

**PROVING ROI**

**AZOINTEL: REAL TIME ANALYTICS**

Measure the **effectiveness** of your campaigns.

Track **lead generation** and **engagement**.

View **top performing content**.

**FIND OUT MORE**
Optimize your site so that you convert a higher % of that traffic, leading to business success. Conversion rate optimization (CRO) is the process of taking as many site visitors to a desired goal or outcome as possible. With an effective CRO strategy you’ll see an increased return on investment with more leads and sales being generated from existing traffic.

Test site updates before implementing them.

Generate more leads and sales.

Increase number of conversions.
AZoNetwork has been our most valuable vendor/partner in marketing over the last several years. They help us look good, and help us do our marketing job better. If you invest with them, there will be some surprise benefits that will not have been foreseen in the initial contract.
Contact Us

Speak to an Expert

View our Ratecard

www.azonetwork.com
+44 (0)16 1457 7150
info@azonetwork.com