SHOP! THOUGHT LEADERSHIP PROGRAM

Thought leadership is one of the most effective ways to build your brand, generate leads and solidify sales.

Nearly 7 in 10 executives found that thought leadership was a great way to uncover the caliber of a potential partner’s thinking.

Source: 2019 Edelman-LinkedIn B2B Thought Leadership Impact Study

Through a special 3-channel partnership opportunity, Shop! will work with your company to create an in-depth white paper, a Shop!-hosted webinar and a podcast episode in our Retail Decoded program.

We make it easy.

• The White Paper topic and content will be developed in collaboration with Shop! based on a relevant retail trend.
• Your Webinar will be hosted by Shop! on our platform.
• Your Podcast episode will be produced and moderated by a Shop! team member.

INCLUDED IN THE PACKAGE

• Full 8-page white paper inserted in Retail Environments print and digital magazine
• Company recognition on white paper, webinar and podcast
• PDF of final white paper for your own use
• The technical platform for delivering a 45-minute webinar, including registration, moderator, webinar set-up, webinar delivery
• Technical platform for creating a podcast episode, including moderator, setup, delivery and editing
• Archive of white paper, webinar and podcast on Shop! website for at least one year
• List of webinar registrants with contact information pre- and post-event
• Podcast upload to directories such as Spotify, and link to share
• Marketing support including extensive print and digital promotion, including but not limited to Retail Environments magazine, the Shop! website, association newsletters, and proprietary targeted e-blasts

Contact us to discuss how your company can take advantage of this great program: sales@shopassociation.org