



A B2B Media and Performance Marketing Company

2025

Content

Syndication &

Marketing

Planner

**WE MARKET TECHNOLOGY THOUGHT
LEADERSHIP TO THESE B2B CHANNELS**



RETAIL

Food and Non-Food, Large and Small Format



FOODSERVICE

QSR, Fast Casual and Fine Dining



MANUFACTURING/DTC

Food and Non-Food Consumer Goods



SUPPLY CHAIN

Transportation, Logistics and Procurement



HOTEL/HOSPITALITY

Lodging, Travel and Entertainment

Our Products and Services

**WE CONNECT TECHNOLOGY SOLUTION PROVIDERS
WITH YOUR IDEAL CUSTOMER PROFILES THROUGH:**

- Performance-based content syndication lead generation
- Website, e-Weekly and LinkedIn marketing
- Appointment scheduling, event sponsorships, content creation, research and insights and public relations (through partners)

Industry Expertise

**OUR TEAM HAS LED AND HAD OWNERSHIP IN MANY
B2B RETAIL, CPG AND HOSPITALITY MEDIA BRANDS**

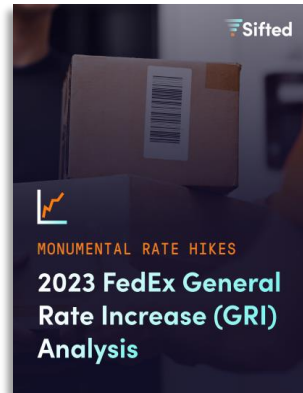
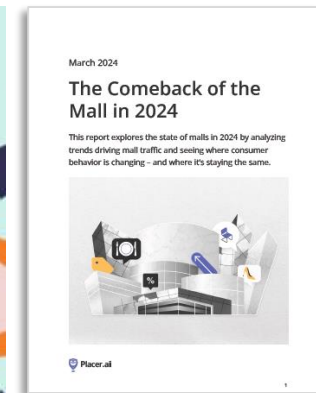
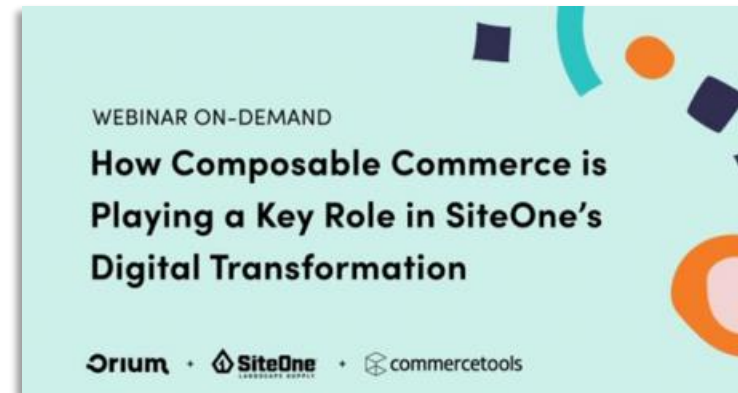
- Progressive Grocer
- Convenience Store News
- Path to Purchase Institute
- Drug Store News
- Chain Store Age
- Beverage Industry
- Store Brands
- Hospitality Technology
- RIS News
- Consumer Goods Technology
- Canadian Grocer
- Candy Industry
- Many more

Retail & Hospitality Hub is not affiliated with these brands

Our Clients

TECHNOLOGY SOLUTION PROVIDERS

- Artificial Intelligence, Data & Analytics
- Commerce Platforms
- Customer Service & Experience
- Digital Signage & Out-of-Home Media
- ERP & Back Office
- HR & Payroll Solutions
- In-Store Solutions
- IT & Infrastructure
- Marketing Solutions
- Merchandising, Pricing, Planning & Promotion
- Payments, Banking & Financial Services
- Professional Services
- Supply Chain/Logistics Services
- Web & Mobile Solutions



Examples for demonstration purposes

Content Syndication

WE GUARANTEE YOUR IDEAL CUSTOMER PROFILES REQUEST YOUR CONTENT

We market your thought leadership content to your B2B ideal customer profiles and deliver a guaranteed quantity of MQL, HQL, BANT and SQL leads that match your criteria

You may accept or reject all leads and we're only paid after you agree that we've successfully completed your campaign



It Starts With Great Content

PROVIDE US WITH YOUR THOUGHT LEADERSHIP CONTENT

We market a wide range of custom content, including:

- Whitepapers
- eBooks
- Infographics
- Case studies
- Webinars
- Podcasts
- Videos
- More

Note: We can also assist with content creation



Example for demonstration purposes

Your Ideal Customer Profiles

OUR WORKSHEET HELPS US UNDERSTAND YOUR ICP'S

Tell us who you want to reach:

- Industry channels
- Titles and functions
- Employee and revenue size
- Geography
- Distribution

Or, provide us with your ABM list:

- We'll target it exclusively, or in conjunction with look alike audiences



Worksheet form with fields for Name (First Name, Last Name), Company Name, and Email. Below these are checkboxes for selecting retailers, foodservice operators, and hospitality sectors to reach.

Name *

First Name Last Name

Company Name *

Email *

Which Retailers do you want to reach?

☐ Grocery Stores

☐ Convenience Stores

☐ Discount/Mass Merchandisers

☐ General Merchandise/Department Stores

☐ Drug Stores

☐ Apparel/Accessories

☐ Home Improvement/Garden Centers

☐ Home Goods/Furniture Stores

☐ Consumer Electronics Stores

☐ Sporting Goods/Outdoors Stores

☐ Pet Stores

☐ Beauty/Cosmetics Stores

☐ Arts/Crafts Stores

☐ Automotive

☐ Jewelry Stores

☐ Retail Wholesalers/Distributors

☐ Other

Which Foodservice operators do you want to reach?

☐ Full Service Restaurants

☐ Quick Service Restaurants

☐ Fast Casual Restaurants

☐ Foodservice Management Firms

☐ Foodservice Wholesalers/Distributors

☐ Other

Which Hospitality sectors do you want to reach?

☐ Hotels/Resorts

☐ Casinos

☐ Stadiums/Arenas

☐ Cruise Lines

☐ Amusement Parks

Click here to access [worksheet](#)

Partner Execution

WE MATCH YOUR TARGETS WITH ONE OF OUR STRATEGIC PARTNERS AND PROVIDE A QUOTE

Campaign quote elements:

- Your unique cost-per-lead
- The minimum number of leads we will guarantee
- The timespan in which we will deliver them

Partner network advantages:

- Access to vast opt-in audiences
- No “list fatigue”
- No campaign scheduling limitations
- Buying power that we extend to you



Campaign Execution

GATED EMAIL CAMPAIGNS ARE DEPLOYED TO YOUR TARGET AUDIENCE

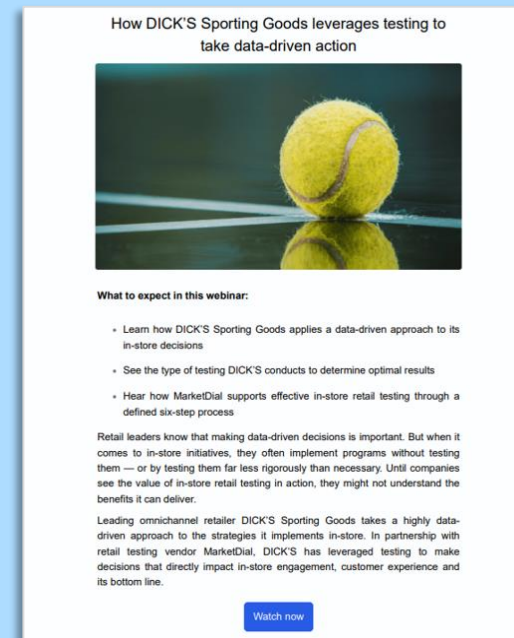
Pre-launch campaign components:

- Your company has 100% share of voice and the campaign mirrors your branding
- We design the email HTML and landing page for your approval
- You may select the required form fields
- Choose Single-Touch or Double-Touch options
- Add qualifier questions

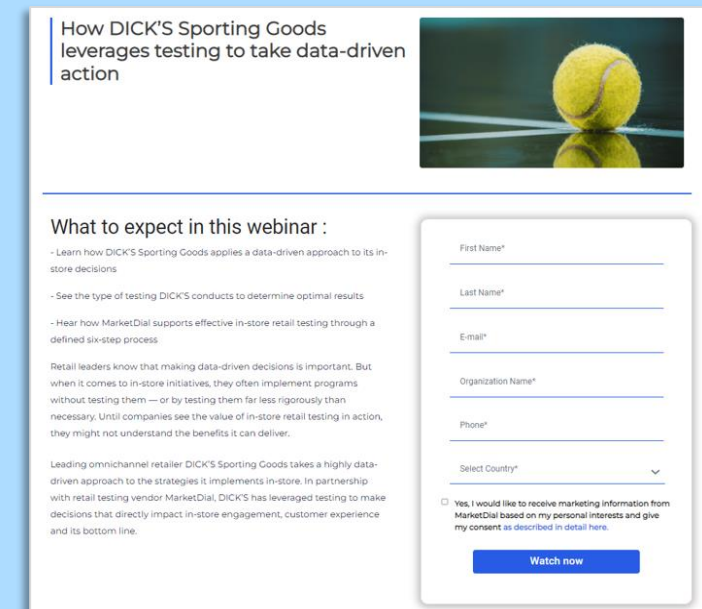
Post-launch campaign components:

- You may reject leads that don't match your criteria, and they will be replaced
- You own the leads and free to nurture them as you wish
- We invoice only after you agree that we've successfully completed your campaign

Email HTML



Landing Page



Examples for demonstration purposes

Qualifier Questions

ADDING REQUIRED QUESTIONS PROVIDES ADDITIONAL USER INSIGHTS

Are you interested in a solution to gather ratings and reviews for better CX and SEO? *

- Select -

- Select -

Yes

No

Not Sure

details to contact you for marketing purposes.

What is your interest level in our solutions? *

Just looking for more information r

Please Select

Actively looking for a solution

Looking for a solution, but not immediately

Already have a solution

Just looking for more information right now

Have you heard of before downloading this content? *

Please Select...

Please Select...

Yes, and I use the rewards app

Yes, but I don't use the rewards app

No

Content (e.g. phone or email)

What is your top eCommerce priority for the next 12 months (Choose one)?

Implementing automation and AI to streamline operations a

Implementing automation and AI to streamline operations and boost efficiency

Optimizing or integrating your existing eCommerce ecosystem

Replacing and adopting new technology platforms to modernize your eCommerce infrastructure

All of the above

None of the above

Download Now

*Are reducing returns a priority for your business?

Yes

Yes

No

Not Sure

Lead Delivery

**LEADS FROM
DOWNLOADED CONTENT
ARE AUDITED AND
DELIVERED IN BATCHES
UNTIL LEAD GUARANTEE IS
MET OR EXCEEDED**

Standard lead delivery fields:

- Name
- Title/Function
- Company name
- Business email
- Phone
- Address
- City
- State
- Postal code
- Country
- Employee size
- Revenues
- Prospect LinkedIn
- Company LinkedIn

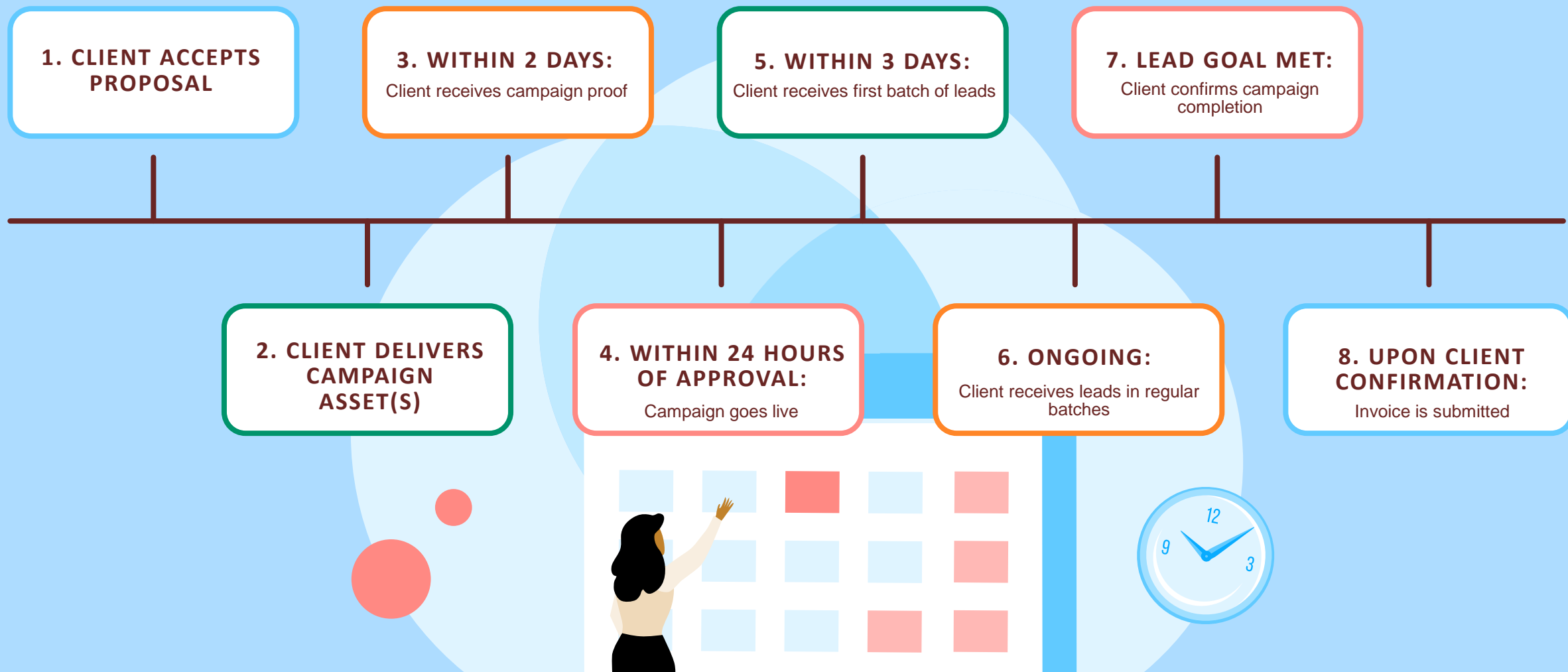
Client	[Redacted]						
Asset Name	[Redacted]						
Leads Ordered	150						
Date	3/4	3/11	3/13	3/18	3/20	3/27	3/29
Leads Delivered	23	19	20	28	17	51	11
Leads Rejected	2	2	2	0	1	0	0
Leads Accepted	21	17	18	28	16	51	11

169
7
162

RETAIL &
HOSPITALITY HUB

Click here to view an actual [lead report](#)

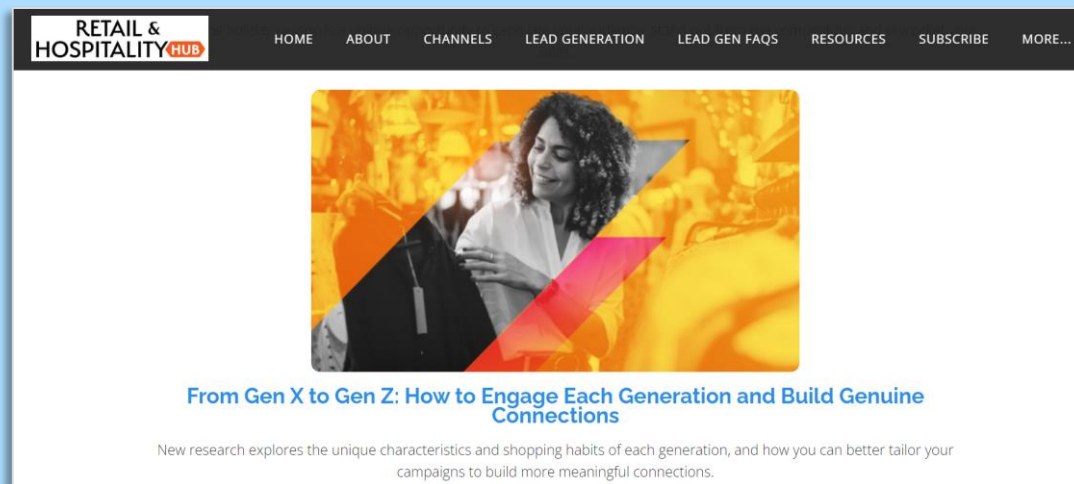
Note: We can deliver leads via Excel or upload them directly into your CRM



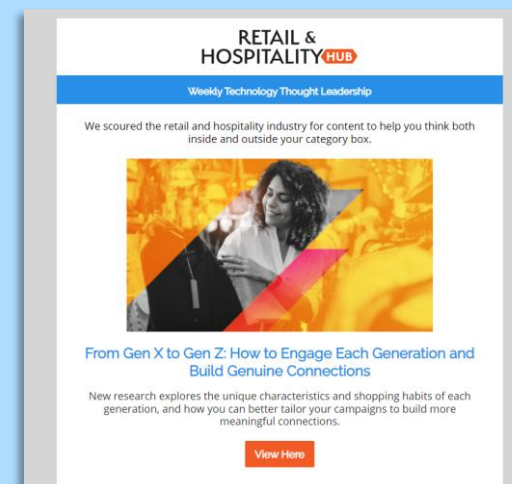
Typical Campaign Timeline

Value-Added Media Exposure

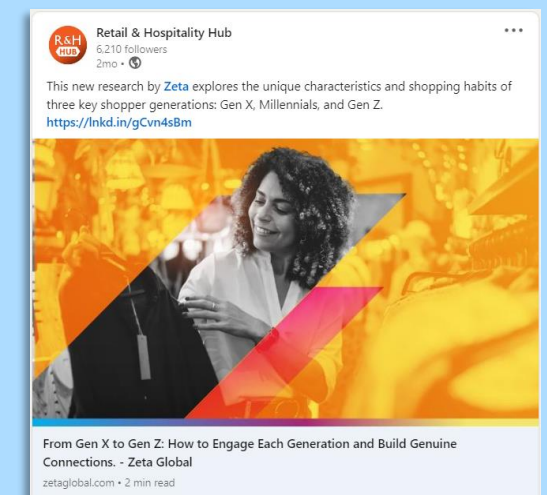
WE PUBLISH YOUR CONTENT ON OUR WEBSITE, IN
OUR E-WEEKLY AND LINKEDIN



Click here to view [website](#)



Click here to view [e-Weekly](#)



Click here to view [LinkedIn](#)

Examples for demonstration purposes

Need More Details?

CHECK OUT OUR FREQUENTLY ASKED QUESTIONS

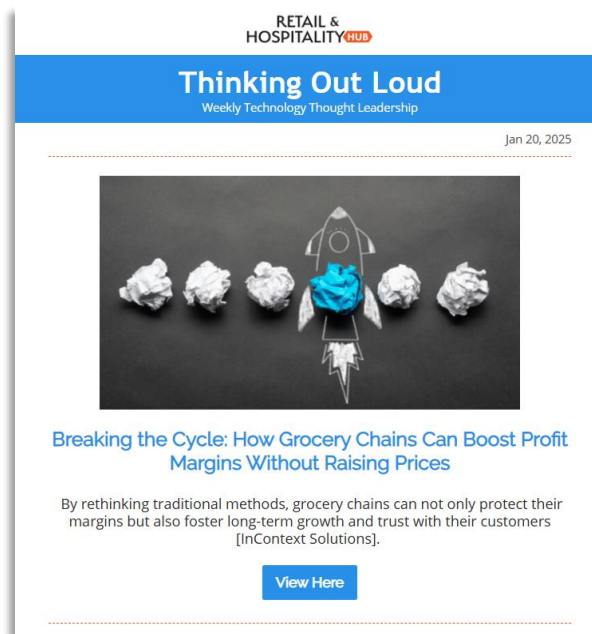
Whether you have questions about our processes, data management practices, or other policies, we strive for complete client transparency

WHAT KIND OF ASSETS CAN WE MARKET?	+
HOW ARE COST-PER-LEADS CALCULATED?	+
HOW ARE THE LEADS DELIVERED?	+
ARE THERE A MINIMUM NUMBER OF LEADS REQUIRED PER CAMPAIGN?	+
WHAT'S THE TYPICAL TIMEFRAME OF A CONTENT SYNDICATION CAMPAIGN?	+
CAN WE APPROVE THE CAMPAIGN LANDING PAGE AND REQUIRED FORM FIELDS?	+
HOW ARE THE CAMPAIGNS EXECUTED?	+
CAN WE CHOOSE THE FIELDS THAT ARE COLLECTED AND DELIVERED TO US?	+
DO YOU OFFER ABM AND SUPPRESSION CAMPAIGNS?	+
CAN WE ADD QUALIFIER AND INTENT QUESTIONS?	+
CAN WE REJECT LEADS THAT DON'T MATCH OUR TARGETS?	+
WHEN ARE WE INVOICED?	+
CAN YOU FULFILL INTERNATIONAL CAMPAIGNS?	+
CAN WE MARKET MORE THAN ONE ASSET PER CAMPAIGN?	+
WHAT IS A DOUBLE-TOUCH CAMPAIGN?	+

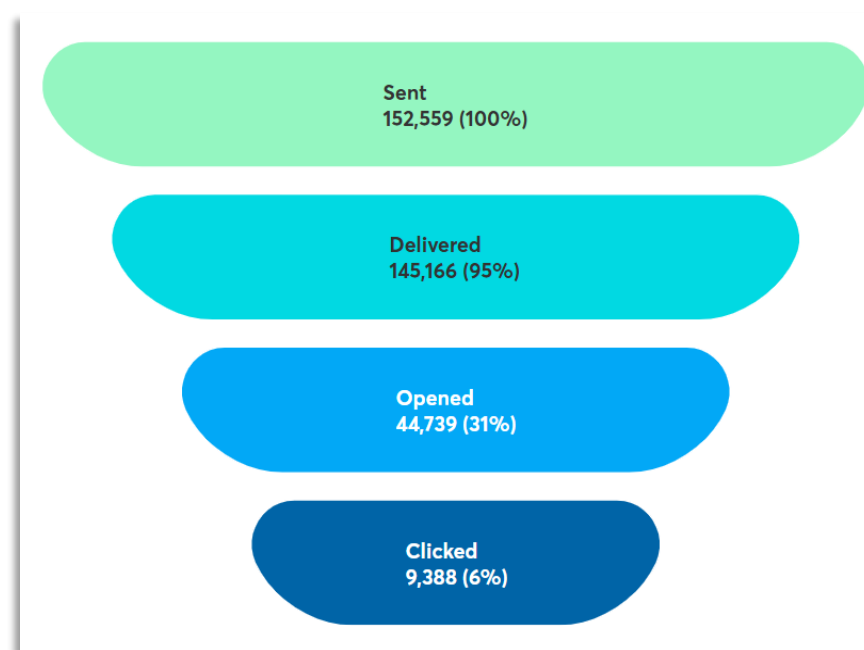
Click here to view [FAQs](#)

e-Weekly

THE ONLY RESOURCE DEDICATED TO RETAIL AND HOSPITALITY TECHNOLOGY THOUGHT LEADERSHIP



Click here to [subscribe](#)



Source: Constant Contact, January-December 2024

Marketing Services

WE CAN ASSIST YOU WITH ADDITIONAL MARKETING PROGRAMS

Services offered:

- Whitepaper, eBook and infographic creation
- Video, webcast and podcast development
- Appointment-setting
- Webinar production
- Event sponsorships
- Research and insights



Content Creation, Insights, Events and Public Relations Partners



Contact Us

