

Lead Generation
Solution Centre Assets
Hosted material



WilliamReed.

- 1 **Title**
Copy: 50 characters maximum
Try to make this reflect what someone would type into a search engine – include relevant keywords
- 2 **Image**
Dimensions: 750 x 422 pixels (width x height)
File type: GIF or JPG - 1 MB max
- 3 **Text**
Between 200 - 600 characters (maximum)
Benefit from SEO techniques by ensuring the content is original
Do not include images, graphs, pictures, tables, links or email addresses within the text as these will not be visible to the user
- 4 **Lead Form Type**
Select the lead form type, for more information see page 3
- 5 **PDF file**
2 MB maximum – 2 pages minimum
For more information see page 4

For an editable version, [click here](#)

TECHNICAL / WHITE PAPER

13 JAN 2020
Monday

Form type: PDF file | Document type: Technical / White Paper

f t i n e

2 **Title: 50 characters max including spaces**

3 **Image: 750 x 422 px**

RELATED CATEGORIES: Probiotics & prebiotics, Gut/digestive health, Immune support

TEXT: 600 characters max (incl. spacing and punctuation).
Do not include images / graphs / pictures / tables / links / email addresses within the text as they will not be visible to the user.

4 **Form fields:**
First Name *
Last Name *
Email *
Phone
Department *
Business Activity *
Company *
Employees *
Country *
United Kingdom
County *

5 **DOWNLOAD NOW!**

RELATED RESOURCES FROM MORNAGA MILK INDUSTRY CO., LTD.

SUPPLIER INFO CENTRE

For more product information visit Company's Name's information centre

MORE PRODUCT CATEGORIES

- Food safety
- Food labelling
- Sweeteners (intense, bulk, polyols)
- Health and nutritional ingredients
- Flavours and colours

Form type

- There are two options available to you: consent and legitimate interest
- You will need to specify which type of lead generation form you would like to have on your download page
- Please note that if you do not specify the form option alongside the material, the **Consent form will be applied by default**
- With both forms, you will have 2 years of access to the leads - after that period, they will be deleted

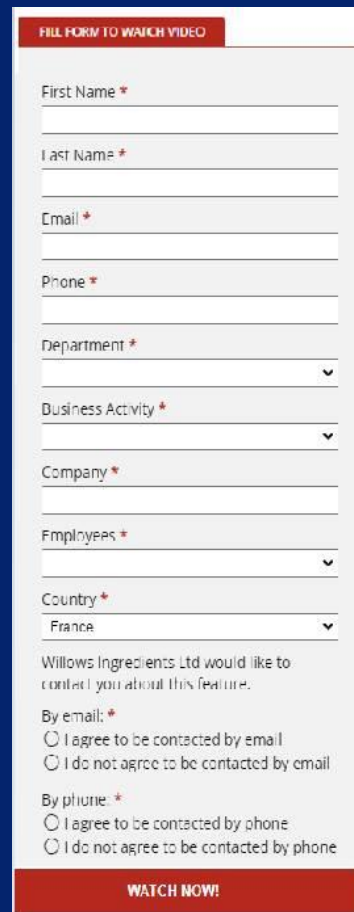
❑ Option 1: Consent form

The default form

Ask for 'gradular consent'
Email and phone consent
asked separately

On the download form, the
name of the advertiser is
stated

The advertiser will be given
password protected access
to the leads that have
accepted to be contacted
An anonymised report
captures those individuals
not agreeing to be
contacted



The screenshot shows a form titled "FILL FORM TO WATCH VIDEO". It contains the following fields: First Name *, Last Name *, Email *, Phone *, Department *, Business Activity *, Company *, Employees *, and Country *. Below these fields, there is a statement: "Willows Ingredients Ltd would like to contact you about this feature." followed by two sections: "By email: *" with radio buttons for "I agree to be contacted by email" and "I do not agree to be contacted by email", and "By phone: *" with radio buttons for "I agree to be contacted by phone" and "I do not agree to be contacted by phone". At the bottom is a red button labeled "WATCH NOW!".

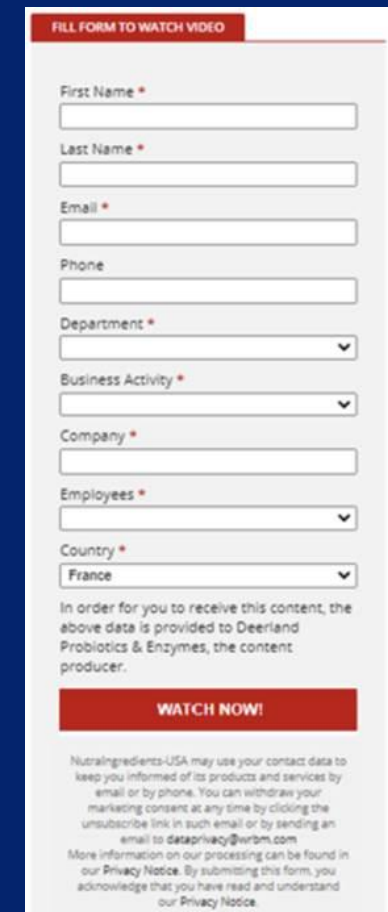
❑ Option 2: Legitimate Interest form

The advertiser must
confirm in writing that they
want to collect data on the
basis of legitimate interest

Consent is not required
(no consent tick boxes)

On the download form, the
name of the advertiser is
stated

The advertiser will be given
password protected access
to everyone who
downloads the document
and it is the client's
responsibility to make the
assessment of how to use
the leads



The screenshot shows a form titled "FILL FORM TO WATCH VIDEO". It contains the following fields: First Name *, Last Name *, Email *, Phone *, Department *, Business Activity *, Company *, Employees *, and Country *. Below these fields, there is a statement: "In order for you to receive this content, the above data is provided to Deerland Probiotics & Enzymes, the content producer." followed by a red button labeled "WATCH NOW!". At the bottom, there is a small text block: "NutrallIngredients-USA may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to dataprivacy@wrhm.com. More information on our processing can be found in our Privacy Notice. By submitting this form, you acknowledge that you have read and understand our Privacy Notice."

Document Type

Indicate which type of document you are providing from the list on the right

This is your opportunity to showcase your area of expertise

The type of document you opt for is how your content will be labelled on our website(s)

PLEASE NOTE:

This is an updated list of document types. We will only be offering the options specified here.

Note

William Reed reserves the right to refuse publication of any documents if its content does not comply with the explanation for the label from this list

Whitepaper

A whitepaper is an unbiased, detailed, technical or scientific essay on the use of a type of solution to resolve a given challenge. It should contain a detailed scientific, technical or business case, supported by data, graphs, figures and references.

Case Study

A record of research in which detailed consideration is given to the development of a particular situation over a period of time. It must be supported by detailed data including elements such as calculations, drawings, budget, and schedule elements.

Product Brochure

A document featuring a specific product or range of products for a given company. Used mainly for advertising purposes, it gives a general description of the product, and clearly states the company brand and name.

Application Note

A document that provides a description of how to use a given product in a specific situation. They provide practical guidance for the use of a product applied in an unusual or innovative manner.

Research Study

A study that outlines the results of experimentations using products on living or dead organisms. It has to demonstrate the impact of a product on the health of subjects and describe the results of a strict scientific research programme that can be reproduced. It must be supported by detailed data including graphs, schematic diagrams, data and figures to support the claim.

Infographic

A visual representation of any information or data. This being information such as pie charts and bar graphs with minimal text. This all for the purpose of a easy-to-understand overview of a topic.

Insight Guide

This is a document that gives you a clear and deep insight or understanding of information.

Best Practices

Title

Your page title is shown on search engine results pages, browser tabs and when shared across social media platforms. The title is taken into consideration by search engines when determining your page ranking.

Consider the following best practices

- Ensure the title informs the user of what is on the page in a clear and concise manner
- Choose a main keyword that is relevant to your page
- Include your keyword at the beginning of your title
- Avoid repeating, listing or using different variations of your keyword

Description

Your description should inform the user of what they are receiving in return for their data. This also gives your content more viewability in organic search rankings.

Consider the following best practices

- Include your keyword in the text
- Keep it short, sweet, and to the point
- Make your copy as relevant as possible

Additional information

During the chosen quarter, your lead generation pages will be listed on your solution centre landing page. Leads will be collected until the last day of the quarter.

Please ask your [Adops team](#) to provide you with an access.

Once the quarter is over, your lead generation pages will be listed under your company profile.

Please note that this doesn't reactivate the lead collection.

Should you like to collect leads again, please contact your sales representative.

The Adops team is available should you have any questions about your assets. If you would like to use anything else than a PDF, please contact us at adops@wrbm.com