

Lead Generation Landing Page

HOSTED AUDIO CAST



William Reed
INFORMING BUSINESS GROWTH

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: Static GIF or JPG - 1 MB max

3 Audio file
File Type: MP3 only, 20 minutes maximum length – 10 MB maximum file size

4 Product Categories
Select 1-3 product categories relating to the topic of your document (see page 3)

5 Description
Copy: Between 200 - 600 characters (maximum)
Do not include images, graphs, pictures, tables, links, email addresses within the text as these will not be visible

6 Speaker info
Image: 150x150 pixels, JPG or PNG – 20 KB maximum
Copy: Speaker(s) name, company name, job title – each 150 characters maximum
Please note: Maximum of 2 speakers.

7 Email address
Please provide an email address
A notification will be sent to this address every time a lead is generated

8 Supplier info Centre
Make sure your [Company profile](#) is up to date

Submission deadline
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

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

Please note: leads will be collected on the basis of legitimate interest by default

The screenshot shows a lead generation form with the following elements and callouts:

- 1** Title: 50 characters max including spaces
- 2** Image: 750 x 422 pixels
- 3** Description: 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** Speaker info: Alan Jackson (Director National Institute for Health Research Southampton Biomedical Research Centre) and Barbara Gallani (Director of regulatory, science and health Food and Drink Federation (FDF)).
- 5** Email address: Input field for email.
- 6** Supplier info Centre: Input field for company name.
- 7** Submit Your Request: Button to submit the form.
- 8** More Product Categories: Section with categories like Beauty from within and Health services.

Form fields include: First Name, Last Name, Email, Phone, Department, Business Activity, Company, Employees, Country, and County. A privacy notice is located at the bottom right.

BakeryandSnacks	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

BeverageDaily	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

BigHospitality	Alcohol
	Beverages
	Cleaning & Hygiene
	Design & Furnishings
	Equipment
	Food
	Hospitality Services
	Technology

BioPharma-Reporter	Analytical (technologies & services)
	Bio-Outsourcing
	Bioreactors
	Cell lines
	Disposable Manufacturing Tech
	Facilities
	Fill-Finish & Packaging
	Separation & Purification

CosmeticsDesign	Color Cosmetics
	Fragrance
	Hair Care
	Nutricosmetics
	Packaging
	Skin Care

ConfectioneryNews	Ingredients and additives
	Packaging equipment and materials
	Processing equipment & plant design

DairyReporter	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

FeedNavigator	Analytical Equipment
	Enzymes
	Fats
	Functional Additives
	Grains
	Handling Equipment
	Probiotics/Prebiotics
	Processing Equipment
	Protein and Amino Acids
	Vitamins and Minerals

FoodManufacture	Carbohydrates & Fibres (Sugar, Starches)
	Cereals & Bakery Preparations
	Chocolate & Confectionery Ingredients
	Cultures, Enzymes, Yeast
	Dairy-based Ingredients
	Emulsifiers, Stabilisers, Hydrocolloids
	Fats & Oils
	Flavours & Colours
	Food Safety & Labelling
	Fruit, Vegetable, Nut Ingredients
	Health And Nutritional Ingredients
	Meat, Fish & Savoury Ingredients
	Preservatives & Acidulants
	Proteins, Non-dairy
	Processing Equipment
	Packaging Equipment
	Packaging Materials
	Hygiene, Safety & Cleaning
	IT
	Environment
	Services

FoodNavigator	Carbohydrates & Fibres (Sugar, Starches)
	Cereals & Bakery Preparations
	Chocolate & Confectionery Ingredients
	Cultures, Enzymes, Yeast
	Dairy-based Ingredients
	Emulsifiers, Stabilisers, Hydrocolloids
	Fats & Oils
	Flavours & Colours
	Food Labelling
	Food Safety
	Fruit, Vegetable, Nut Ingredients
	Health & Nutritional Ingredients
	Preservatives & Acidulants
	Proteins
Sweeteners	

FoodNavigator Asia	Bakery
	Beverages
	Confectionery
	Convenience Foods & Snacks
	Dairy
	Desserts
	Functional Foods & Drinks
	Meat
	Seafood
	Soups & Sauces
Traditional & Staple Foods	

MorningAdvertiser	Ale & Stout
	Bar & Catering Equipment
	Cellar, Dispense & Bar Equipment
	Cider
	Design and Refurbishment
	Entertainment
	Food
	Lager
	Legal
	Marketing
	Outdoor
	Professional services
	RTDs
	Security
	Smoking & Alternatives
	Soft Drinks
	Spirits
	Technology
	Training
	Wine
Work Wear	

NutraIngredients	Antioxidants, carotenoids
	Botanicals & Herbals
	Dairy-based ingredients
	Dosage forms
	Fibres and carbohydrates
	Minerals
	Nutricosmetics
	Omega-3s & Nutritional Oils
	Polyphenols
	Probiotics & Prebiotics
	Proteins, Peptides, Amino Acids
	Vitamins & premixes
	Allergies & intolerances
	Blood sugar management
	Bone & joint health
	Cancer risk reduction
	Cardiovascular health
	Cognitive and mental function
	Energy
	Eye health
	Gut/digestive health
	Healthy ageing
	Immune support
	Inflammation
	Maternal & infant health
	Men's Health
	Oral/Gum health
Respiratory health	
Skin health	
Sports nutrition	
Weight management	
Women's health	

OutSourcing-Pharma	Analytical testing, QC
	Bulk ingredients
	Contract Manufacturing
	Contract sales & marketing
	Data management
	Drug delivery, formulation
	Fill & finish, packaging
	Medical devices
	Phase I-II
	Phase III-IV
	Preclinical
	Regulatory affairs
	Supply chain, logistics
	Validation services
	APIs (active pharmaceutical ingredients)
	Delivery formulations
	Delivery technologies
	Excipients, raw materials and intermediates
	Packaging machinery & supplies
	Processing equipment
QA/QC	
Regulations	
Tabletting, coating & ancillary equipment	

Product Categories

Select 1-3 product categories relating to the topic of your document

[FOR THE EDITABLE VERSION CLICK HERE](#)

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

Audio file

- Audio bit rate 128 Kbps
- Duration of the audio file should be 5 minutes maximum
- Ensure the sound is high quality