

Lead Generation Landing Page

**HOSTED AUDIO CAST**



**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: 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](mailto: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; Barbara Gallani, Director of regulatory, science and health Food and Drink Federation (FDF)
- 5** Email address: Input field for email address
- 6** Supplier info Centre: For more product information visit Company's Name's information centre
- 7** Submit your request: Button to submit the form
- 8** Supplier info Centre: Input field for company name

Form fields include: First Name, Last Name, Email, Phone, Department, Business Activity, Company, Employees, Country, County, and Comment.

<b>BakeryandSnacks</b>	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

<b>BeverageDaily</b>	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

<b>BigHospitality</b>	Alcohol
	Beverages
	Cleaning & Hygiene
	Design & Furnishings
	Equipment
	Food
	Hospitality Services
Technology	

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

<b>CosmeticsDesign</b>	Color Cosmetics
	Fragrance
	Hair Care
	Nutricosmetics
	Packaging
	Skin Care
	Oral Care

<b>AgTech Navigator</b>	Agricultural machinery
	Automation, robotics, equipment
	Crop inputs, herbicides, biologicals, pest control
	Digital, AI, data, cloud solutions
	Not for profit, associations
	Soil health, plant health
	Venture capital

<b>ConfectioneryNews</b>	Ingredients and additives
	Packaging equipment and materials
	Processing equipment & plant design

<b>DairyReporter</b>	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

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

<b>FoodManufacture</b>	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

<b>FoodNavigator</b>	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	
Processing and packaging	

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

<b>MorningAdvertiser</b>	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	

<b>NutraIngredients</b>	Antioxidants, carotenoids
	Botanicals & Herbals
	Dairy-based ingredients
	Dosage forms
	Fibres and carbohydrates
	Minerals
	Nutricosmetics
	Omega-3s & Nutritional Oils
	Polyphenols
	Probiotics, Prebiotics & Postbiotics
	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	

<b>OutSourcing-Pharma</b>	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