
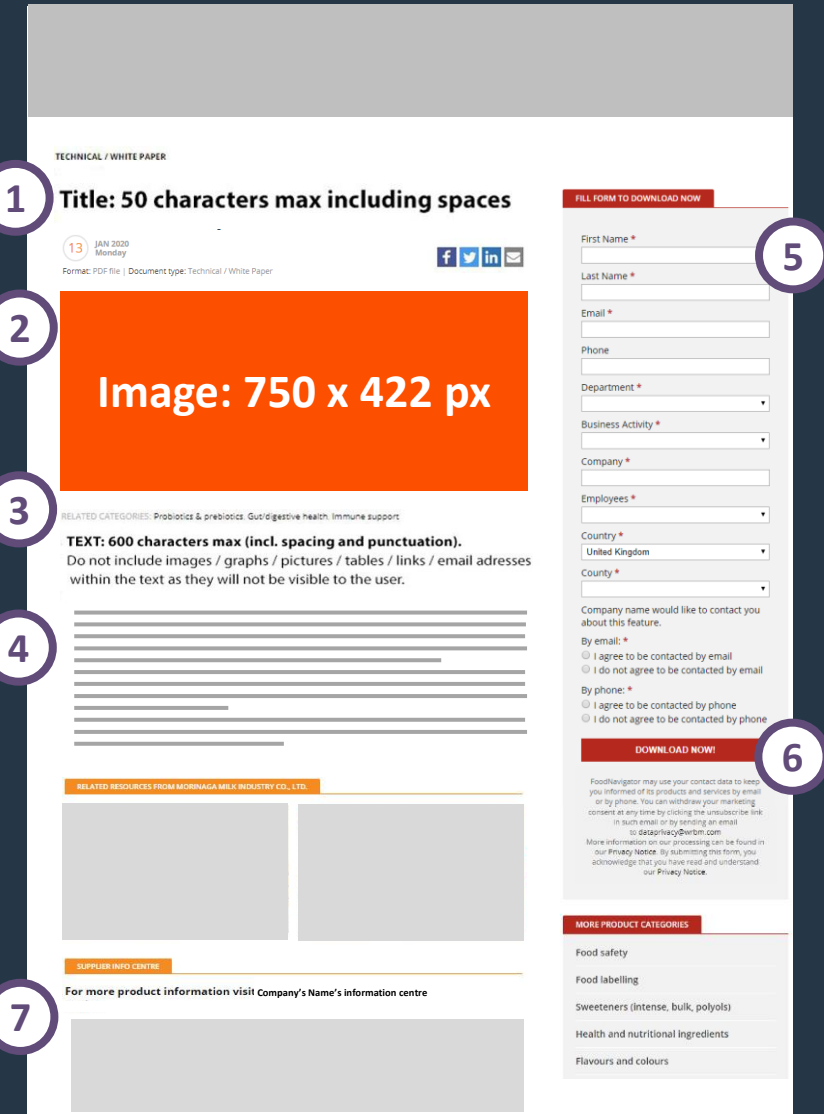


Lead Generation Landing Page

SMART LEAD



- 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 **Product Categories**
Select 1-3 product categories relating to the topic of your document (see page 5)
- 4 **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
- 5 **Lead Form Type**
Select the lead form type, for more information see page 3
- 6 **PDF file**
500 KB maximum – 2 pages minimum
For more information see page 4
- 7 **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



TECHNICAL / WHITE PAPER

13 JAN 2020
Monday

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

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

2 **Image: 750 x 422 px**

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

4 **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.

5 **FILL FORM TO DOWNLOAD NOW**

First Name *

Last Name *

Email *

Phone

Department *

Business Activity *

Company *

Employees *

Country *

United Kingdom

Country *

Company name would like to contact you about this feature.

By email: *

I agree to be contacted by email

I do not agree to be contacted by email

By phone: *

I agree to be contacted by phone

I do not agree to be contacted by phone

6 **DOWNLOAD NOW!**

FoodNavigator 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 delephan@wrbm.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](#).

7 **MORE PRODUCT CATEGORIES**

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

7 **SUPPLIER INFO CENTRE**

For more product information visit [Company's Name's information centre](#)

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

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

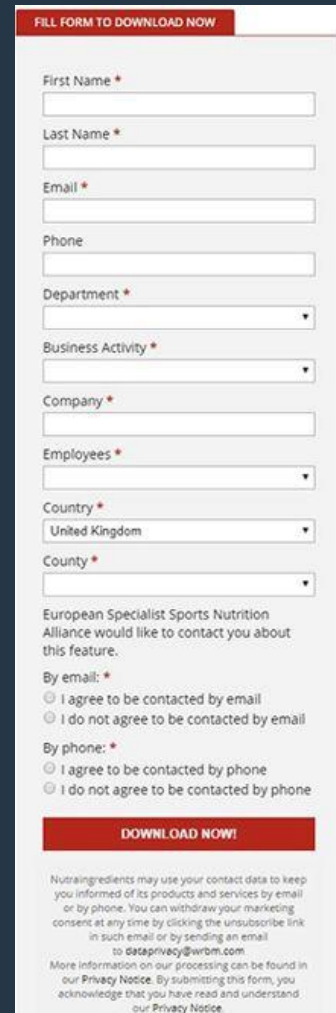
❑ Option 1: Consent form

The default form

Ask for 'granular 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 DOWNLOAD NOW". It contains the following fields: First Name *, Last Name *, Email *, Phone, Department *, Business Activity *, Company *, Employees *, Country * (with "United Kingdom" selected), and County *. Below these fields is a message: "European Specialist Sports Nutrition Alliance would like to contact you about this feature." This is followed by two sections for consent: "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, there is a red "DOWNLOAD NOW!" button, a privacy notice paragraph, and a link to "dateprivacy@wrbm.com".

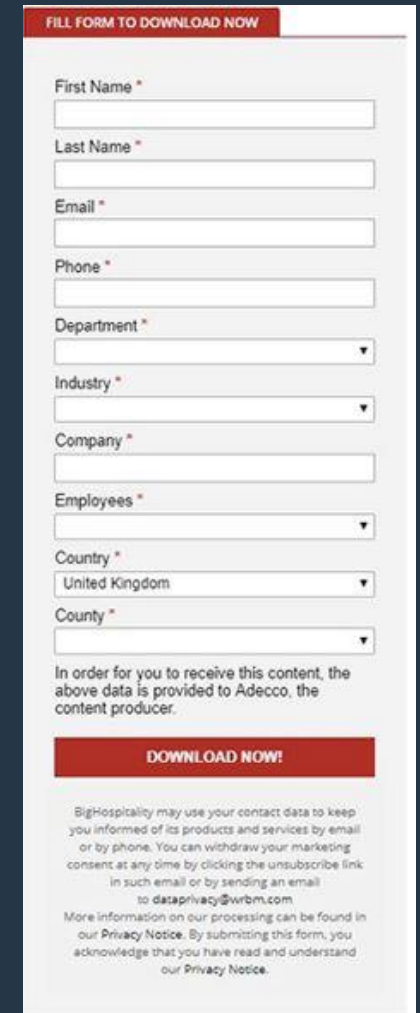
❑ Option 2: Legitimate interest form

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 DOWNLOAD NOW". It contains the following fields: First Name *, Last Name *, Email *, Phone *, Department *, Industry *, Company *, Employees *, Country * (with "United Kingdom" selected), and County *. Below these fields is a message: "In order for you to receive this content, the above data is provided to Adecco, the content producer." At the bottom, there is a red "DOWNLOAD NOW!" button, a privacy notice paragraph, and a link to "dateprivacy@wrbm.com".

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 PDF will be labelled on our website(s)

If the product type that you require is not part of the current options, please contact the AdOps department for further product types at adops@wrbm.com

Note

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

Technical Paper

A technical paper (also known as a white paper) 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.

Clinical Study

A study that evaluates the effectiveness and safety of medications or medical devices by monitoring their effects on large groups of people.

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.

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.

Data Sheet

A document that summarizes the performance and other technical characteristics of a product, providing both the essential facts and technical specifications. They give detailed specifications of a product prior to sales (when the buyer needs to ensure it corresponds to their needs) and post-sale (to ensure that the buyer knows how to use the product correctly).

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.

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