What does an awardwinning content marketing campaign look like?

An Alere campaign with the right strategy, right offer and right marketing mix.

Alere & American Diabetes Association **CLIENTS:**

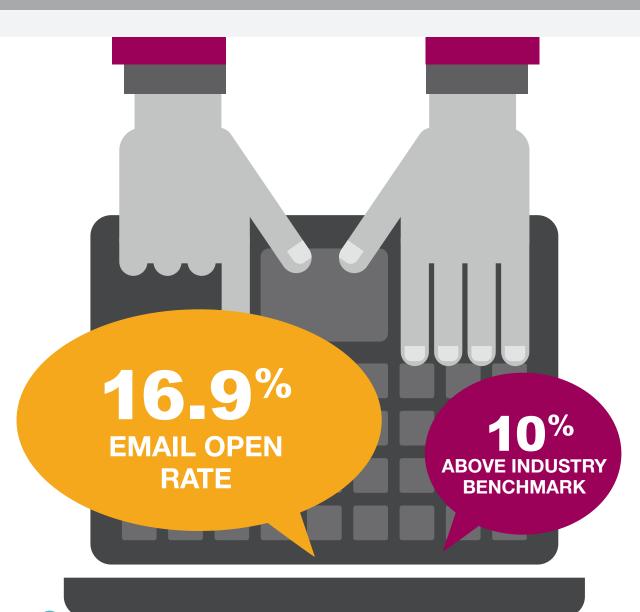
PROGRAM: Content Marketing

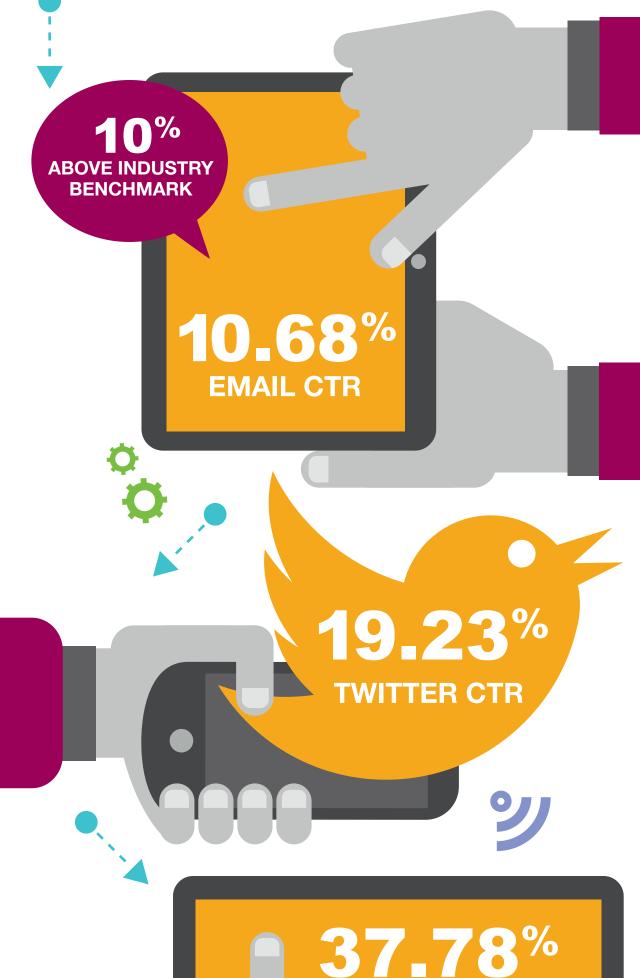
Healthy Workforce Webinar OFFER:

OBJECTIVE: Generate sales-ready leads and utilize best practices to determine marketing

conversion benchmarks.









CONVERSION RATE