

# CESS Global Digital Packages

[WWW.GESSEDUCATION.COM](http://WWW.GESSEDUCATION.COM)



# Digital Advertising That Delivers Results

In the last year we've seen the GESS brand online go from strength to strength, with audiences and engagement growing significantly. We're now seeing record numbers of our targeted, educational audiences visiting our websites, opening our emails and clicking on advertising.

We offer a range of digital marketing packages, leveraging the best in digital marketing technology to help you meet your objectives and ensure your brand is seen by education professionals all year round complimenting your presence at our events.

From website and newsletter banners to capture an engaged and quality audience, to webinar sponsorship that positions your brand as an industry thought leader and remarketing campaigns to reach a global audience. There are unlimited possibilities as to where GESS Education can take your brand.

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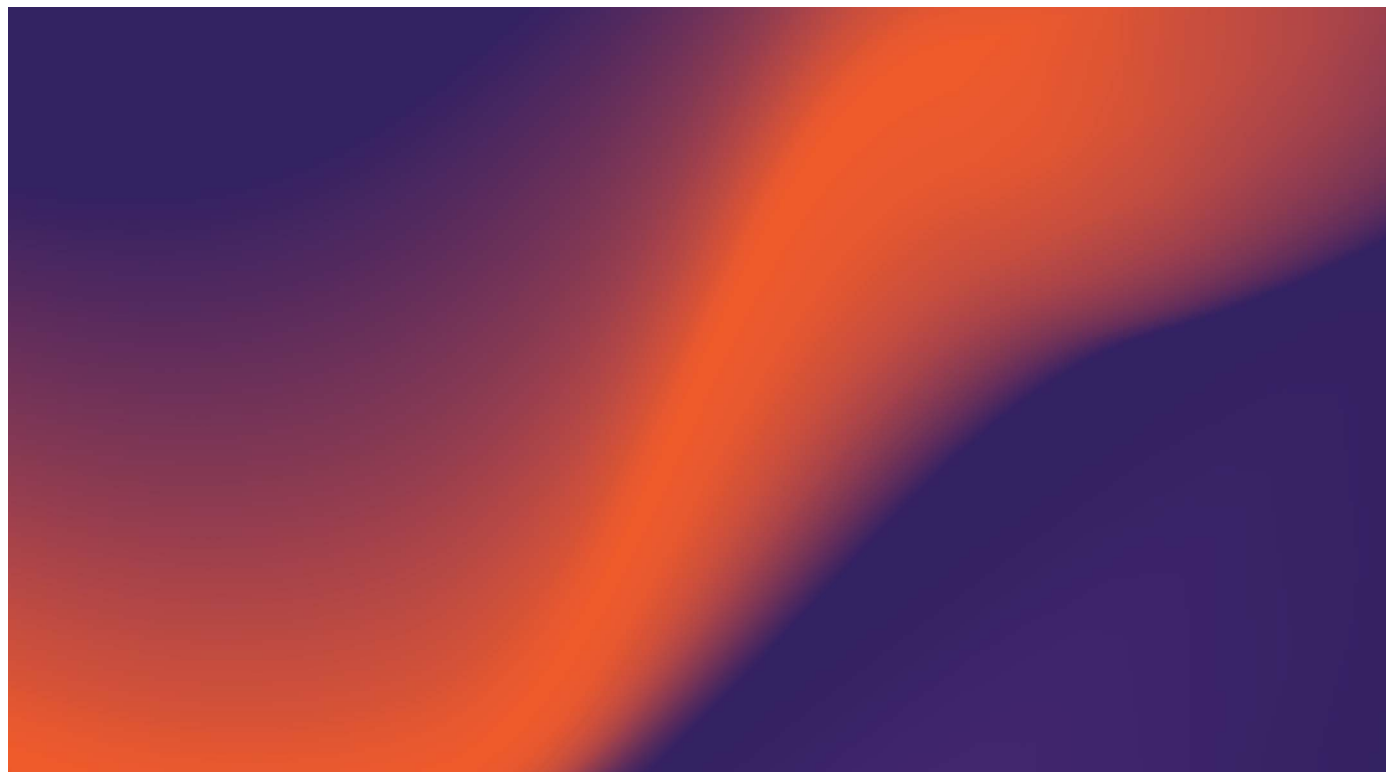
## Why GESS?

- + Tap into our core online education audience
- + Reach a global audience of key decision makers
- + Share your expertise and position your brand as a key industry influencer
- + Boost your brand awareness

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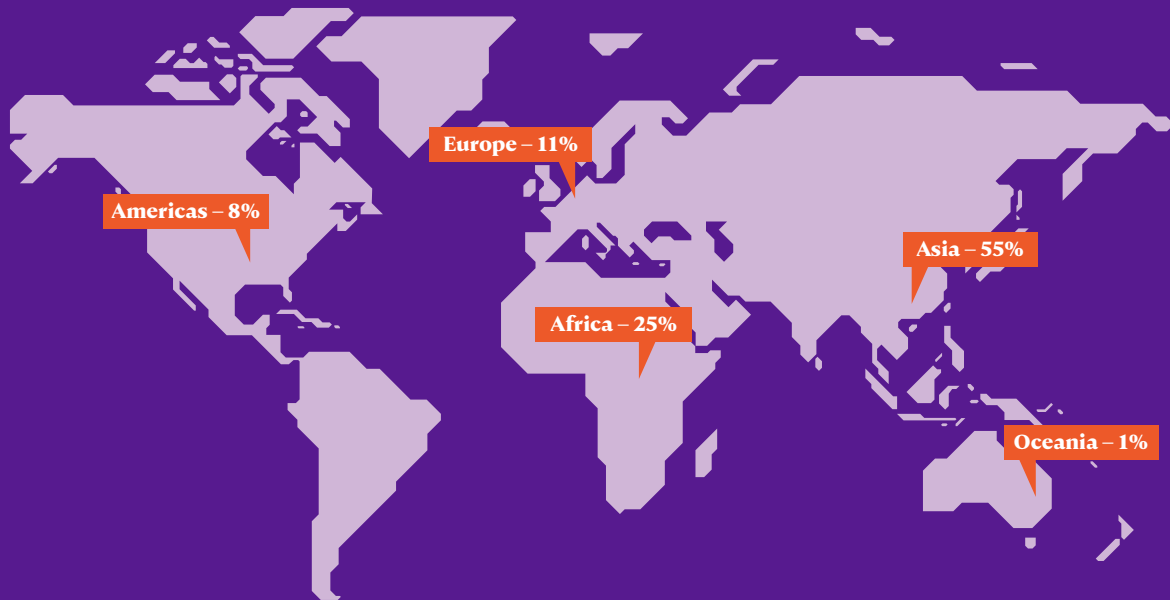
## Digital advertising packages

We have analysed results from our own digital campaigns and have created packages that combine multiple channels to ensure the best possible return. Everything is based on results, so impressions, clicks and views included in the packages are guaranteed.



# Online Audiences

## Geographic Breakdown of all GESS Websites



**416,793** yearly visitors

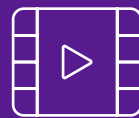
**908,830** yearly pageviews

## Google Total Remarketing Audience



Display Banners:

**84,000** people



Video:

**220,000** people



**Facebook Remarketing Audience:**

**86,400** people total



**GESS Talks newsletter circulation**

**94,200**

# Banner Packages

Stand out from the crowd with our banner packages, designed to maximise your investment and highlight your company to our visitor audience. Target our education audience with a combination of banners on GESS websites, banners on GESS talks email newsletter and remarketing campaigns.

Online advertising is immediate, cost-effective and measurable. Ads are displayed across a vast network, including GESS Education, GESS event websites as well as any sites using Google ads.

All packages include:

- + Display ads on our websites. The number of impressions is guaranteed
- + Banner ads on our GESS Talks newsletter, distributed to over 94,000 people every two weeks
- + Retargeting clicks across the Google ad network. The number of clicks is guaranteed

STANDARD	ENHANCED	PREMIUM
<p><b>7,500</b> banner impressions (super leaderboard size)</p> <p>Banner in <b>lower position</b> on GESS Talks newsletter (1 edition)</p> <p><b>1,000</b> retargeting clicks</p> <p><b>\$3,950</b></p>	<p><b>15,000</b> banner impressions (MPU size)</p> <p>Banner in <b>middle position</b> on GESS Talks newsletter (2 editions)</p> <p><b>2,500</b> retargeting clicks</p> <p><b>\$6,450</b></p>	<p><b>45,000</b> banner impressions (MPU size)</p> <p>Banner in <b>higher position</b> on GESS Talks newsletter (8 editions)</p> <p><b>7,000</b> retargeting clicks</p> <p><b>\$12,950</b></p>

Please note all elements of campaign will run at the same time.

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## How does retargeting through Google work?

When someone visits our websites a Google tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest).

When the same person visits any other website on the Google ad network (over 2 million) they can be shown relevant advertising.

Google tracking codes are implemented on the following sites:

- + [www.gesseducation.com](http://www.gesseducation.com)
- + [www.gess-turkey.com](http://www.gess-turkey.com)
- + [www.gessdubai.com](http://www.gessdubai.com)
- + [www.gessawards.com](http://www.gessawards.com)
- + [www.gessasia.com](http://www.gessasia.com)
- + [www.gessleaders.com](http://www.gessleaders.com)

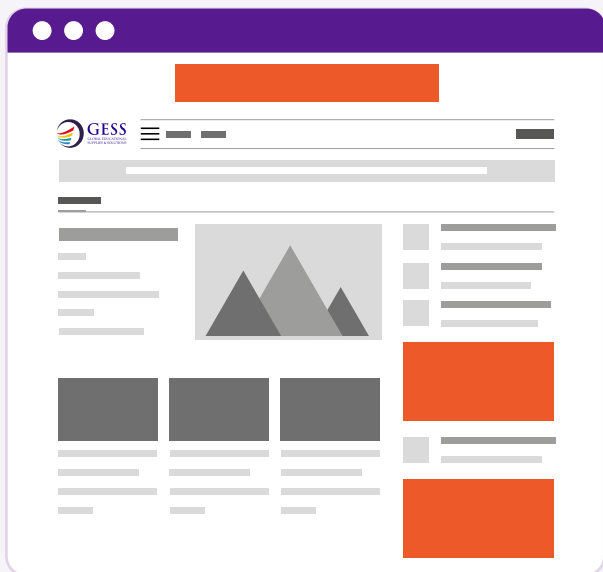
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## Custom options

The packages above were created as a simple, but effective way of reaching a large audience across a variety of channels. However, we often create custom campaigns based on a client's specific objectives.

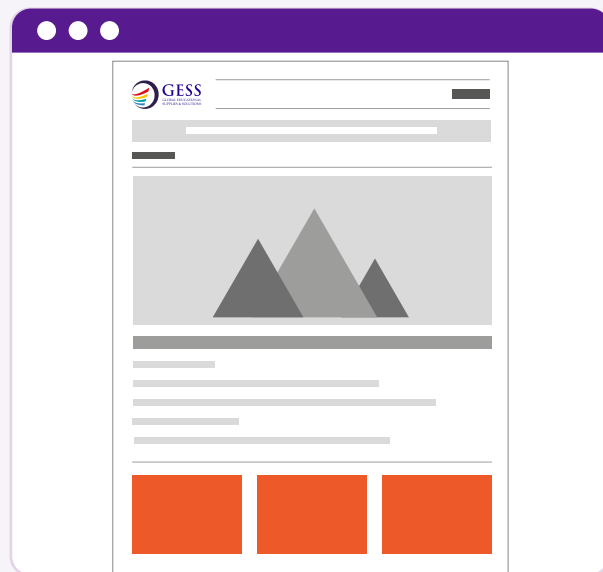
Contact us today at [sales@gesseducation.com](mailto:sales@gesseducation.com) to discuss the best advertising package for you.

# Banner Packages



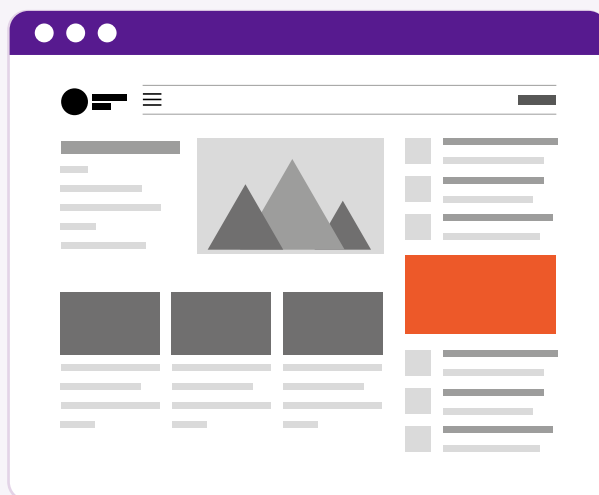
## Banner impressions

Display ads on our website as well as selected event websites including GESS Education. The number of impressions is guaranteed.



## Newsletter

Banner ads on our newsletter, distributed to over 94,200 people every two weeks.



## Retargeting clicks

Retargeting clicks across the Google ad network. The number of clicks is guaranteed.

# Video Packages

Video is one of the most effective ways of telling potential clients about your products or services. Hours watched per week increased by 120% since March 2020 and 69% of buyers prefer a short video over any other kind of content. With 47% higher click through rates than more traditional advertising, video should be central to your marketing strategy. Promote your content through GESS Education and connect with the audience that matters to you.

All packages include:

- + Video added to GESS Education's YouTube channel
- + Video added to GESS Education website
- + Video included in GESS Talks Newsletter
- + Retargeting ads on YouTube. The number of views (excluding skips) is guaranteed

STANDARD	ENHANCED	PREMIUM
Video added to GESS Education YouTube channel	Video added to GESS Education YouTube channel	Video added to GESS Education YouTube channel
Video added to GESS Education website	Video added to GESS Education website	Video added to GESS Education website
Included in GESS Talks newsletter	Included in GESS Talks newsletter	Included in GESS Talks newsletter
5,000 retargeting views	10,000 retargeting views	25,000 retargeting views
<b>\$3,950</b>	<b>\$6,450</b>	<b>\$12,950</b>

Please note all elements of campaign will run at the same time.

## How does retargeting through YouTube work?

When someone visits our websites a Google/YouTube tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest). This includes activity on YouTube, including viewing, liking or sharing certain videos.

When the same person visits YouTube (or its partner video sites) they can be shown relevant video advertising.

Google/YouTube tracking codes are implemented on the following sites:

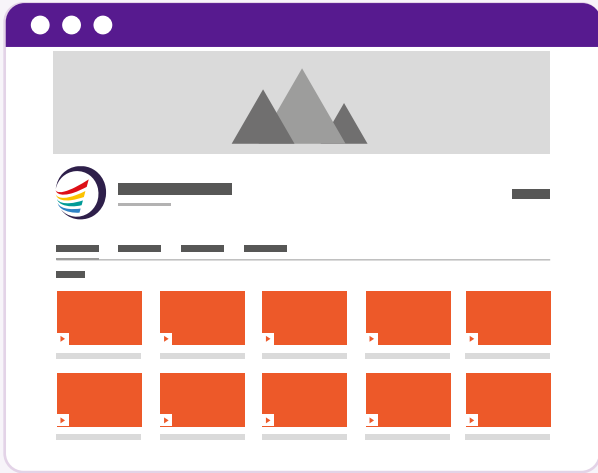
- + [www.gesseducation.com](http://www.gesseducation.com)
- + [www.gess-turkey.com](http://www.gess-turkey.com)
- + [www.gessdubai.com](http://www.gessdubai.com)
- + [www.gessawards.com](http://www.gessawards.com)
- + [www.gessasia.com](http://www.gessasia.com)
- + [www.gessleaders.com](http://www.gessleaders.com)

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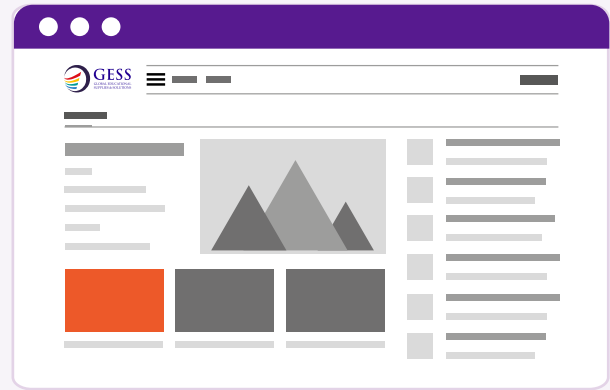
Contact us today at [sales@gesseducation.com](mailto:sales@gesseducation.com) to discuss the best advertising package for you.

# Video Packages



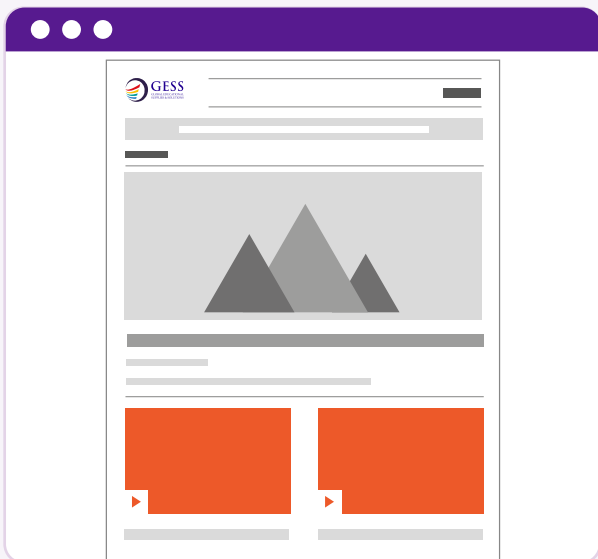
## YouTube channel

Video added to GESS Education YouTube channel.

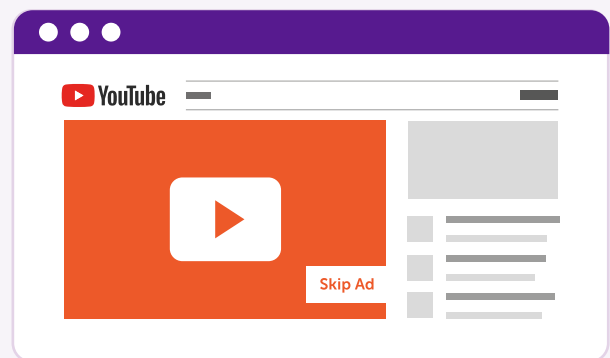


## GESS Education Site

Video added to GESS Education website.



## GESS Talks newsletter



## Retargeting views

Retargeting ads on YouTube. The number of views (excluding skips) is guaranteed.

# Social Packages

As the use of social media for work and for personal reasons become increasingly blurred, B2B marketers are increasing their advertising spend on these platforms. Social media advertising is much more prominent (often disguised as posts) allowing for increased branding opportunities.

These products are a great way to shine a light on your brand ensuring you'll be one to remember. Leverage the GESS global social media presence through a combination of organic posts and Facebook retargeting to launch your brand to a much wider audience.

All packages include:

- + Organic post(s) on Twitter
- + Retargeting ads on Facebook, Instagram or LinkedIn. After people visit any of our GESS sites, they are served advertising on Facebook, Instagram or LinkedIn. The number of clicks is guaranteed.

STANDARD	ENHANCED	PREMIUM
1x Twitter post from GESS 500 retargeting clicks <b>\$3,950</b>	1x Facebook post from GESS 1x Instagram posts from GESS 2x Twitter posts from GESS 750 retargeting clicks <b>\$6,450</b>	3x Facebook posts from GESS 3x Instagram posts from GESS 3x Twitters post from GESS 2,000 retargeting clicks <b>\$12,950</b>

Please note all elements of campaign will run at the same time.

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## How does retargeting through Social Media work?

When someone visits our websites a tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest).

When the same person views visits Facebook, Instagram or LinkedIn they can be shown relevant advertising.

Facebook tracking codes are implemented on the following sites:

- + [www.gesseducation.com](http://www.gesseducation.com)
- + [www.gessdubai.com](http://www.gessdubai.com)
- + [www.gessasia.com](http://www.gessasia.com)
- + [www.gess-turkey.com](http://www.gess-turkey.com)
- + [www.gessawards.com](http://www.gessawards.com)
- + [www.gessleaders.com](http://www.gessleaders.com)

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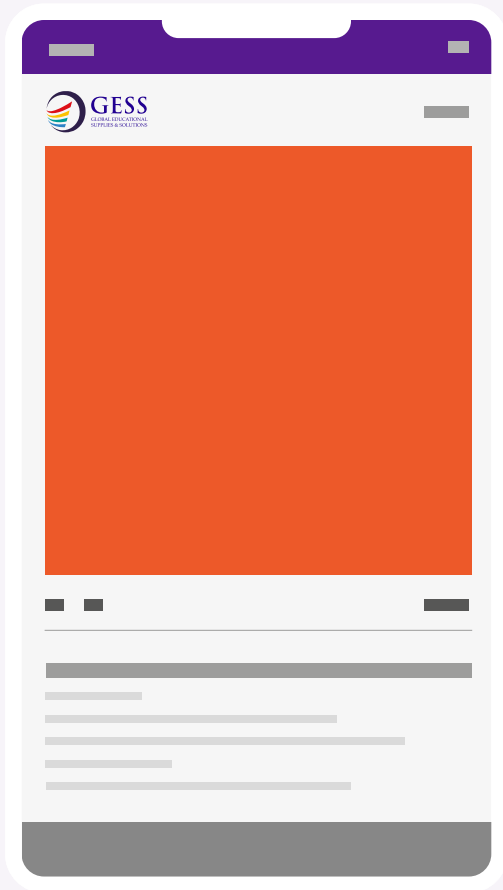
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# Social Packages

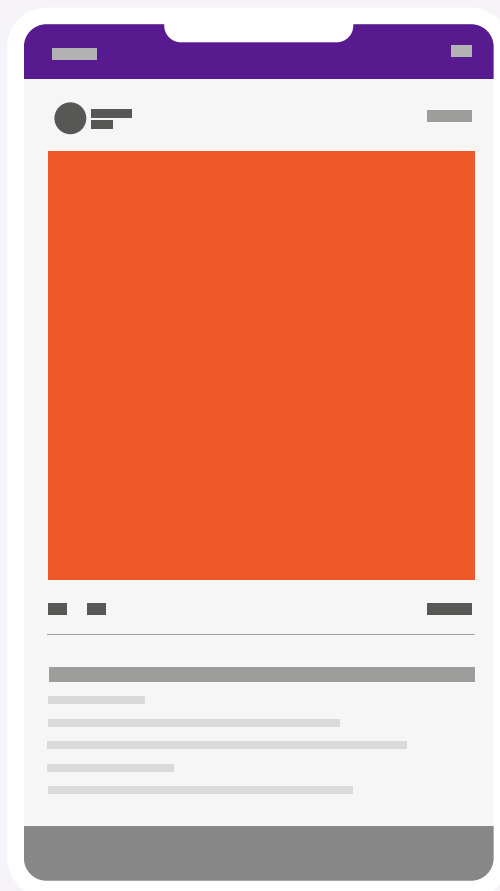


## Twitter

Post(s) on Twitter

## Retargeting clicks

Retargeting ads on Facebook, Instagram or LinkedIn. After people visit any of our GESS sites, they are served advertising on Facebook and Instagram. The number of clicks is guaranteed.



# Thought Leaders

Align your brand with the world class GESS content on the GESS Education website, our packages offer a range of opportunities for maximum impact.

## Video Interview Package

- + **15 minute interview** with the GESS team
- + Video added to GESS Education website
- + Featured on GESS Education website home page
- + Posted on GESS Education YouTube Channel
- + **2x** organic posts on Twitter and Facebook GESS Social Channels
- + Promoted in **1x** GESS Talks Newsletter Edition
- + **7,500** banner impressions (super leaderboard size)
- + Banner in **lower position** on GESS Talks newsletter (1 edition)
- + **1,000** retargeting clicks

(Please note all elements of campaign will run at the same time)

**\$7,500**

## GESS Talks Webinar Branding

- + Sponsored by logo to appear on webinar
- + Short company description in the confirmation emails sent to registrants
- + Email reminders that include sponsor logos from one hour before start
- + Special offer advertising during webinar
- + Digital Handout
- + Recording of webinar added to GESS Education Website
- + Logo featured on speaker blocks, holding slides and article page
- + Promoted as sponsor on webinar promotion emails
- + Shared on Twitter and Facebook GESS Social Channels
- + Webinar uploaded to GESS Education YouTube channel including mention of sponsor and logo on title slide

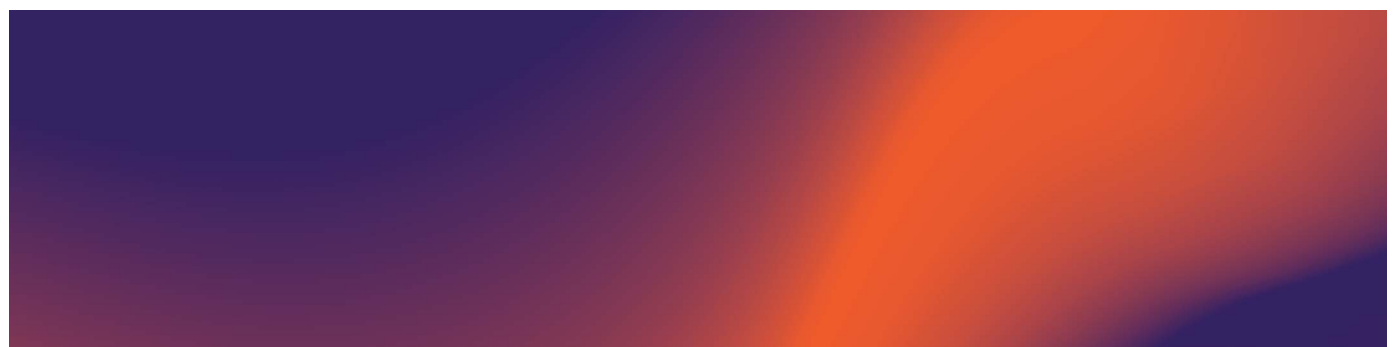
**\$5,000**

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Contact us today at [sales@gesseducation.com](mailto:sales@gesseducation.com) to discuss other webinar and advertorial opportunities.



# Be Part Of Something Extraordinary

The choice is yours, join us to showcase your products to our targeted audience of educational professionals and find how GESS can benefit your business globally. Contact us now to book your digital package and take advantage of what will be your most powerful sales platform of 2022.

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**For More Details Contact:**

**Sales Team**

[sales@gesseducation.com](mailto:sales@gesseducation.com)

[www.gessdubai.com](http://www.gessdubai.com)

[www.gessindonesia.com](http://www.gessindonesia.com)

[www.gess-turkey.com](http://www.gess-turkey.com)

[www.gessleaders.com](http://www.gessleaders.com)

[www.gessawards.com](http://www.gessawards.com)

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