



Introducing MM&M's Lead-Gen for developing new business connections!

Recognized for its brand credibility and numerous important alliances by an engaged and loyal audience of over 70,000 healthcare marketing professionals, MM&M offers optimal Lead-Gen channels for delivering your KOL or business message to the best contacts, those with the ability to adopt and deploy your business solutions.

We present a suite of options for guaranteed, qualified lead generation.



White Paper Resource Center

- List up to 3 white papers, research/ analyst reports, case studies, webinar links and update as needed directly within the White Paper section of the MM&M website.
- Leads delivered weekly through targeted KOL email promotion.
- Lead report weekly by MM&M.
- \$50 Cost Per Lead/download of your company's White Paper/Asset.
- Minimum lead start of 50 – All North American leads.
- White Paper Resource Center actively promoted throughout our website and via weekly email distribution.



**NEW IN 2014!
Sponsored Promotion**

- MM&M manages your promotional campaign, from hosting your call to action assets to sending your commercial HTML email message to our master file of over 70,000 business contacts and delivering only those leads that meet your custom criteria.
- Promotion examples include, but are not limited to: Webcasts, Conferences and Events, Special Announcements, New Product Launches, Advertisements, Anniversaries, New Business wins, and Congratulatory messages.
- Base CPL is \$50. Contact your sales consultant for a customized quote.



**NEW IN 2014!
Telemarketing**

- MM&M's telemarketing program utilizes our year-round circulation requalification efforts to target only those leads meeting your requirements. Add proprietary questions to create a customized filter, ensuring you receive qualified marketing or sales ready leads.
- Base CPL is \$50. Contact your sales consultant for a customized quote.

CONTACT US TO DEVELOP YOUR LEAD-GEN CAMPAIGN

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