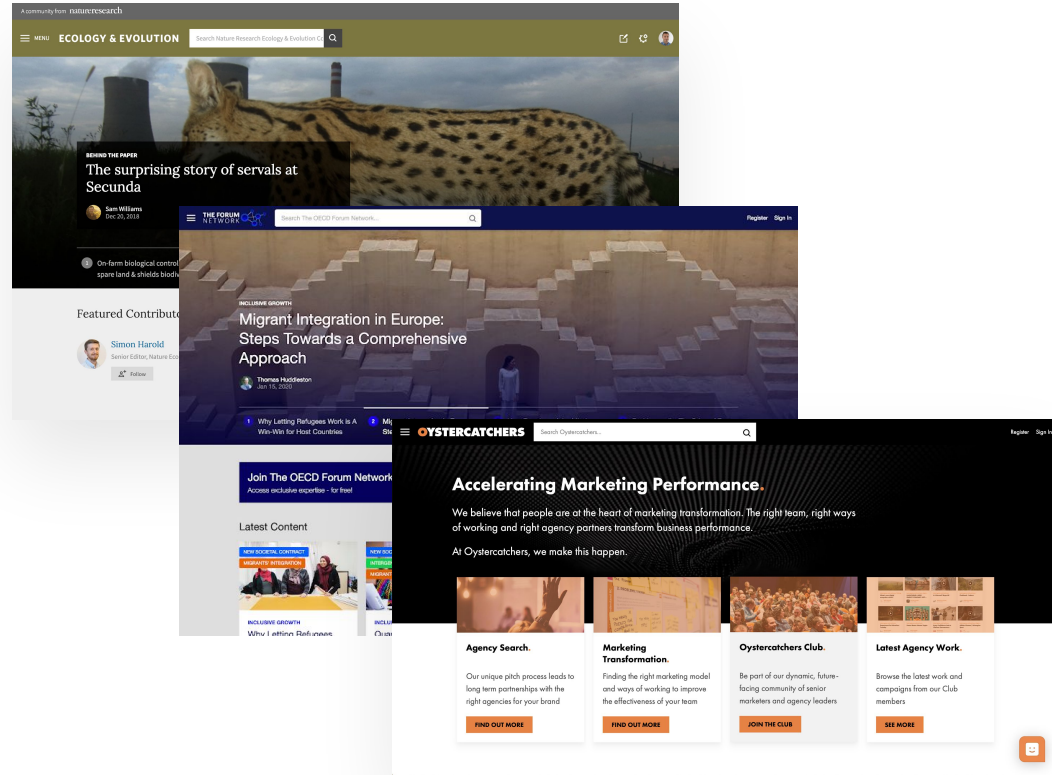# Smarter sponsorship

Online events with Zapnito = deeper, smarter value for sponsors

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Our customers use Zapnito to create branded expert networks

These networks promote their thought leadership, increase their revenue, and build engagement and trust with their audiences.

A digital-first events solution

As the sustainability of live events comes into question, our solution is an engaging online-only alternative to live events

The Opportunity

Branded expertise hubs for content marketing that works
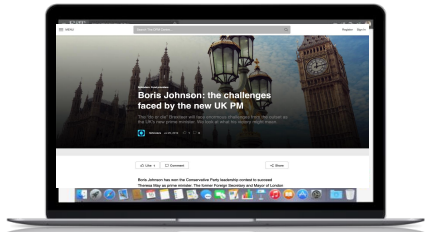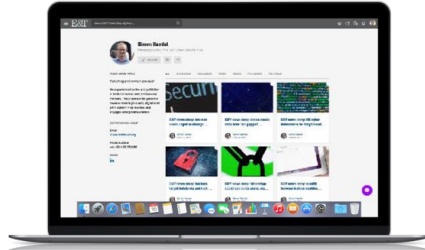
Quickly and easily create branded expertise hubs for one or more clients

Generate revenue via short- or longer-term sponsorship

Improve campaign outcomes with deeper engagement, more-effective lead gen, increased profitability and greater chance of renewal

Powerful analytics for smart follow-ups, customer insight and understanding

"Thanks to our communities, a significant proportion of our **revenue** is now coming from sponsored thought leadership."

We're trusted by…

Sponsor value: promotional

A smarter way to create awareness by creating value for delegates

A dedicated profile page to showcase content, sessions, speakers and calls to action

Dedicated sponsored rooms for showcasing expertise and engaging with delegates - can be closed or open to all

Innovative, agile opportunities to deliver expertise via articles, videos, presentations and courses

Sponsor value: intelligence

Invaluable insight and high quality leads and from your clients' target audience

Powerful analytics demonstrate what content resonates, and specifically which delegates have engaged with what

Clients can collect high quality leads to send behavior-based targeted follow ups

Direct customer insight via feedback, Q&A and conversations with delegates
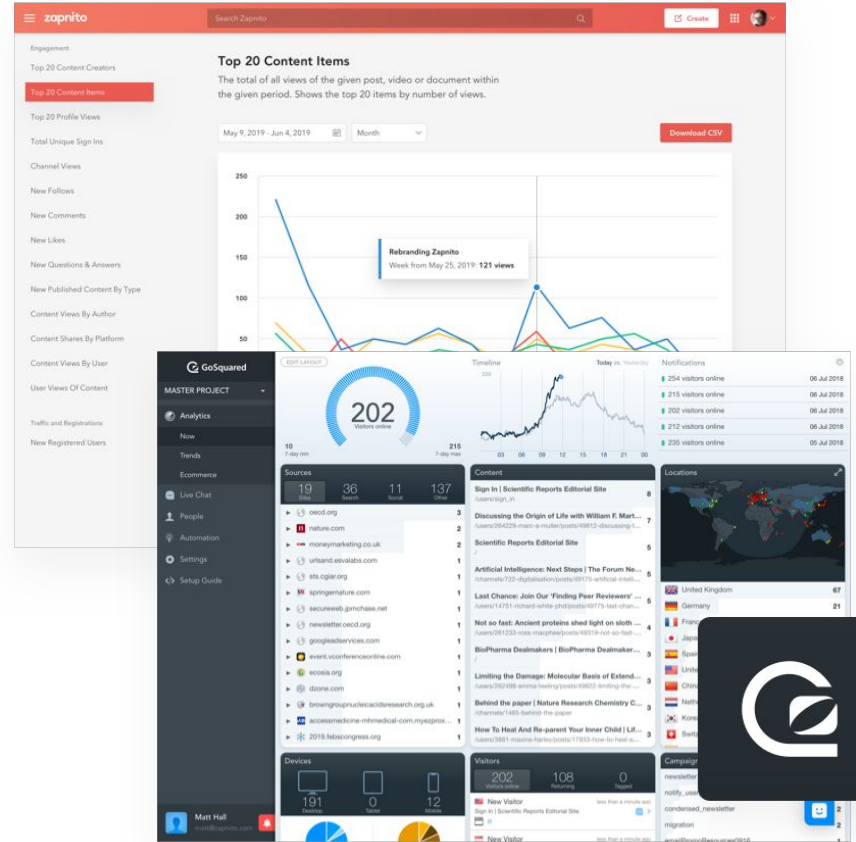
Case Study: Multi-Sponsor Content Marketing Directory

Biopharma Dealmakers
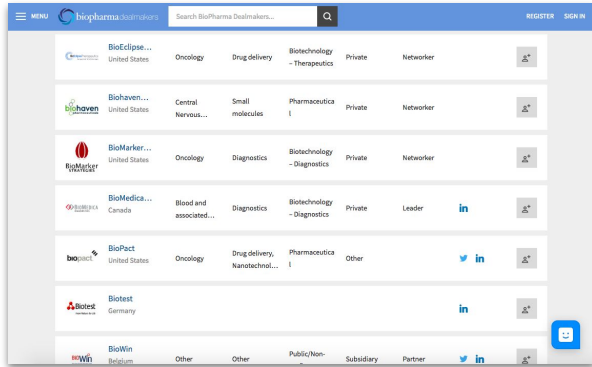
https://biopharmadealmakers.nature.com/

Operated by Springer Nature, Zapnito has taken *Biopharma Dealmakers* from being a static, display advertising-funded microsite to an interactive sponsorship-funded product for biopharmaceutical firms looking to attract partners. Firms pay to be listed in a searchable directory and promote their expertise via content marketing. High-quality editorial attracts their target audience.
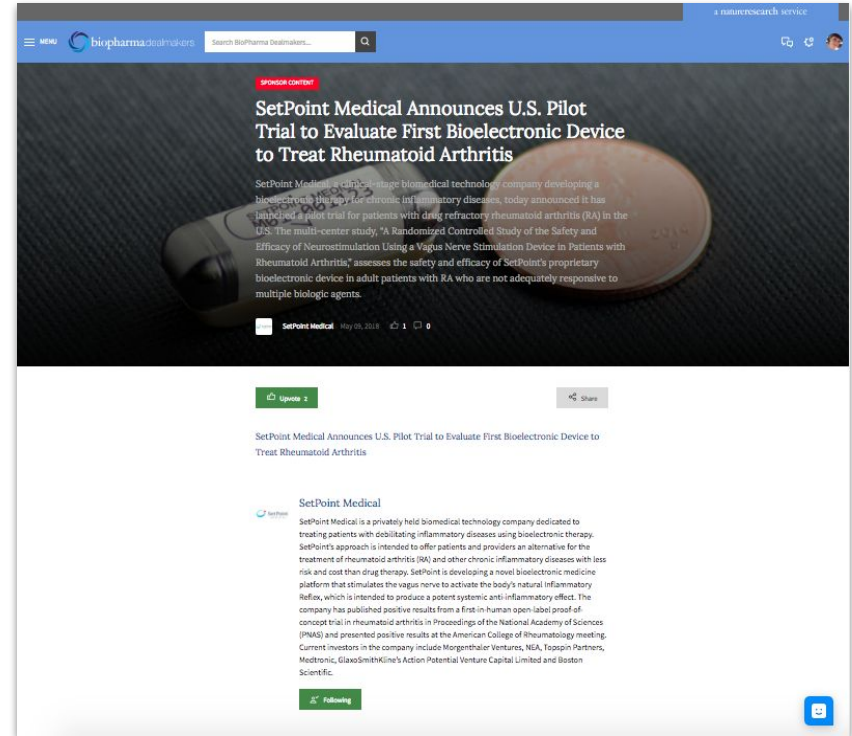
Case Study: Multi Sponsor Expertise Hub

The DFM Center

https://dfm.moneymarketing.co.uk
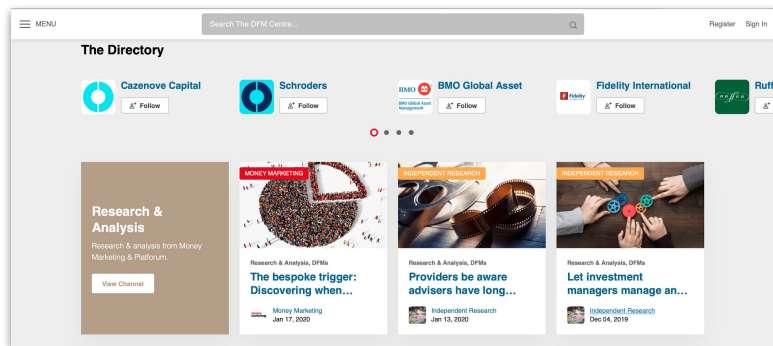
Operated by Money Marketing, the DFM Center is a resource hub for financial advice firms seeking research and analysis on outsourcing trends and solutions. Sponsored by fund managers and providers like Cazenove Capital and Schroders, the platform allows advisers to search and filter potential partners and providers based on clients' requirements and start a private enquiry.
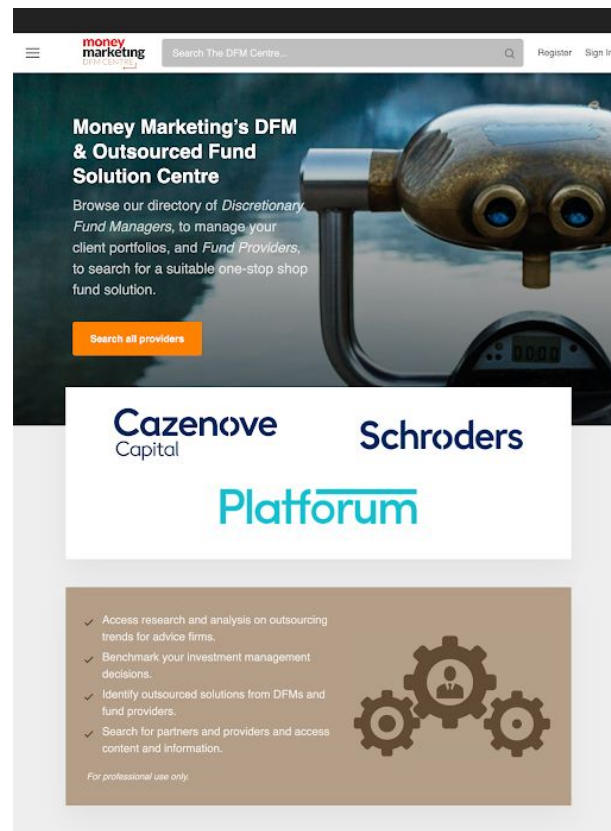
Case Study: Microsites for Shorter-Term Expertise Promotion
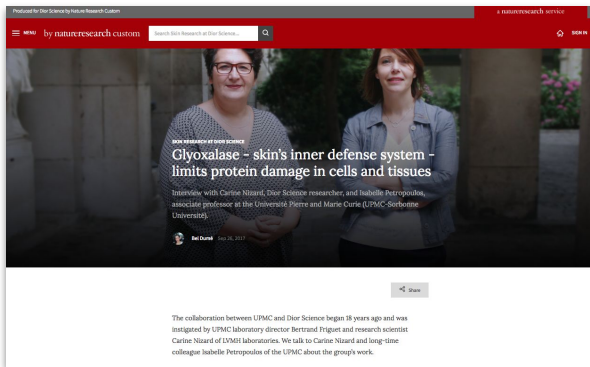
Springer Nature microsites
Example: https://cancer-immunity.nature.com/

Zapnito expertise hubs can be set up in hours and launched in weeks - with no need for development resource from you - making them ideal for shorter-term campaigns. Springer Nature has attracted a number of blue-chip clients with dedicated microsites for their thought-leadership content, including big pharma clients like F. Hoffmann-La Roche and leading brands like Dior.
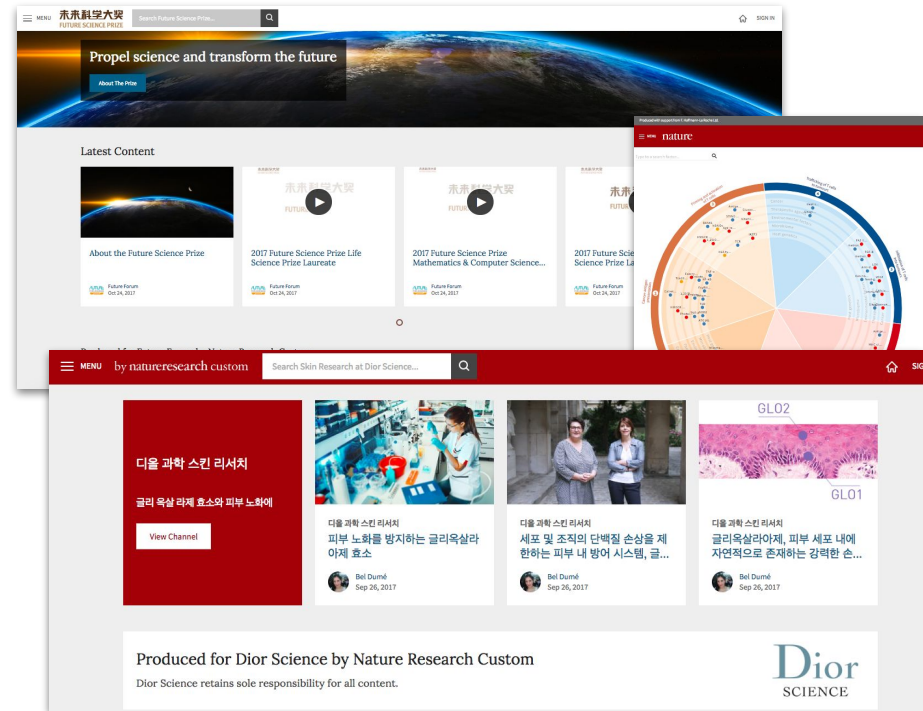
Benefits

To your clients

Demonstrate thought leadership
Publish beautiful multimedia content; promote their experts and make them accessible.

Generate leads and insights
Drive registrations; use powerful analytics to understand client needs and behaviors.

Increase client loyalty and engagement
Build a community. Get closer to their audience with new tools for interaction.

Reclaim their audience from social media
Foster engagement and networking under their brand - and own the data.

To you

Fight off the competition
Win more pitches with an innovative content marketing solution.

Create new revenue streams
Monetise through advertising and single- and multi-client sponsorship.

Increase profitability
Bring new campaigns to market at a fraction of the cost of in-house production. No need for tech resource and no hidden maintenance costs.

Deliver quickly: realise rapid ROI
Set-up in hours; launch in weeks, with out-of-the-box software.

Flexible, Modular Feature Set

Multimedia content authoring

Content engagement tools

Expert profiles & following

Q&A

Conversations

Video chat

Open & private rooms

People & company directories

Courses

Access control

Ecommerce

Built-in and integrated analytics

Select the tools that fit your clients' needs

Phases to success

Building expert driven communities takes time. We believe in a phased approach to creating value for your audiences and stakeholders.

Learn

Connect

Collaborate & Contribute

Walk

Run

Fly

- Content development
- Learning from experts
- Discovery
- Thought leadership
- Expert development

- Networking
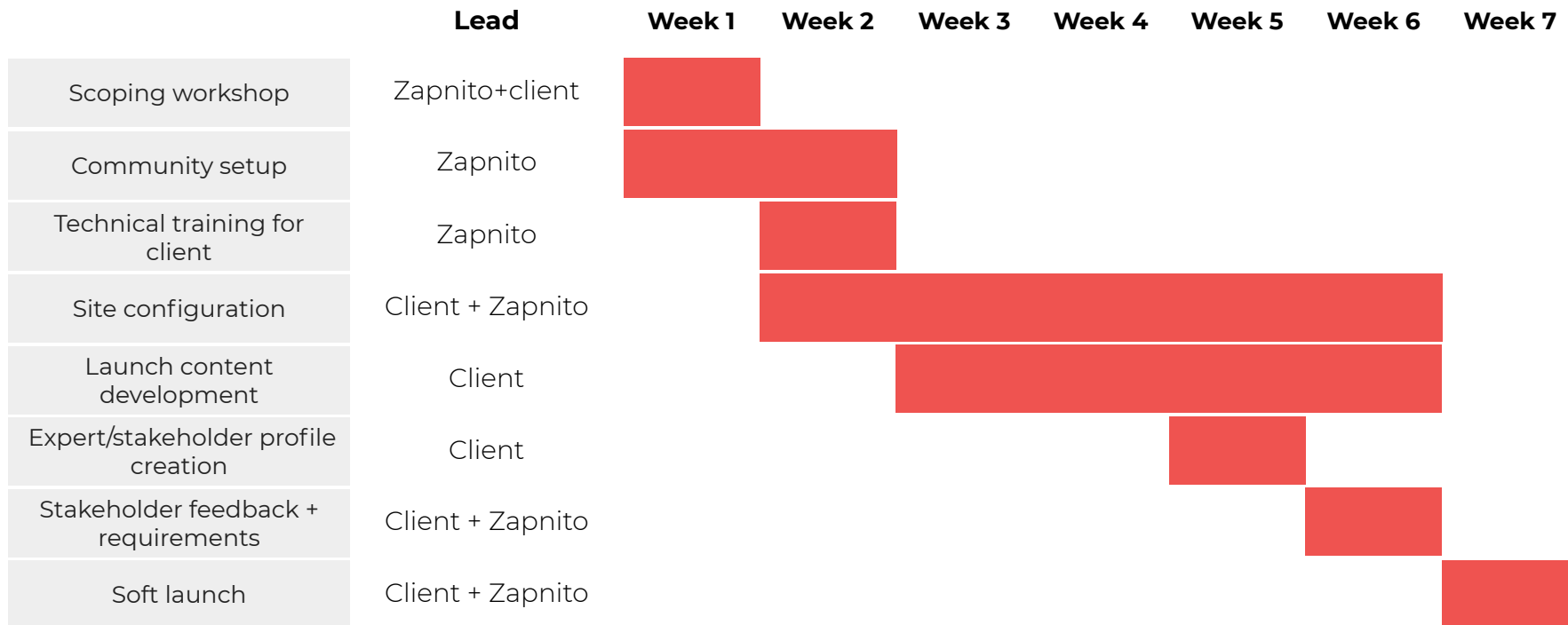- Questions & Answers
- Following experts
- Video Panels
- Expansion

- Certification
- Mentoring
- Room conversations
- Sharing ideas
- Contributing great content

Timeline to community launch

	Lead	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Scoping workshop	Zapnito+client	██						
Community setup	Zapnito	████						
Technical training for client	Zapnito		██					
Site configuration	Client + Zapnito		██████████					
Launch content development	Client			████████				
Expert/stakeholder profile creation	Client				██			
Stakeholder feedback + requirements	Client + Zapnito					██		
Soft launch	Client + Zapnito						██	

Where possible, we suggest allowing a further 4-6 weeks post soft launch before going out to a wider audience (e.g. at an event). This allows time to build engagement with the initial group of experts and ensure your team are happy with the community set up and the technical training.

Why Zapnito?

Create, share and showcase expertise
Promote the experts within your company and audience, make them accessible and give them new ways to collaborate.

Create new revenue streams
Monetise through advertising, sponsorship, subscriptions and ecommerce.

Save money
Bring new products and services to market at a fraction of the cost of in-house development.

Realise rapid ROI
Set-up in hours; launch in weeks, with out-of-the-box software.

Own your audience
Foster knowledge-sharing, networking and collaboration, under your own brand.

Increase customer loyalty and engagement
Build a community. Get closer to your audience with new tools for interaction.

Create beautiful multimedia content, from you and your audience
Publish quickly and easily. Allow your audience to contribute too, and become part of your product.

Contact Us To Get Started

contact@zapnito.com

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Appendix

How organisations have created sponsored networks using Groups and Abilities

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Zapnito knowledge sharing hubs create value

Offer clients access to your delegates in a more in-depth, intelligent way than live events.

+102%
Customer engagement

Average increase of 102% on engagement, with more + better opportunities to connect

Customer relationships

More touchpoints, deeper understanding of customer needs, stronger relationships

Brand value

Expand your offering, humanize your brand, bring it to life

Social and Knowledge features drive even more engagement:

Multimedia content authoring

Content engagement tools
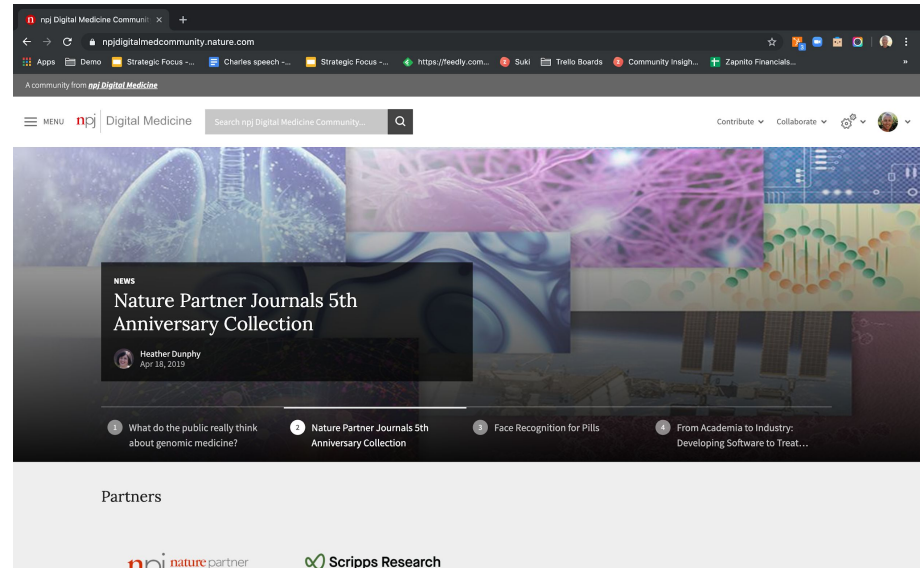
Expert profiles & following
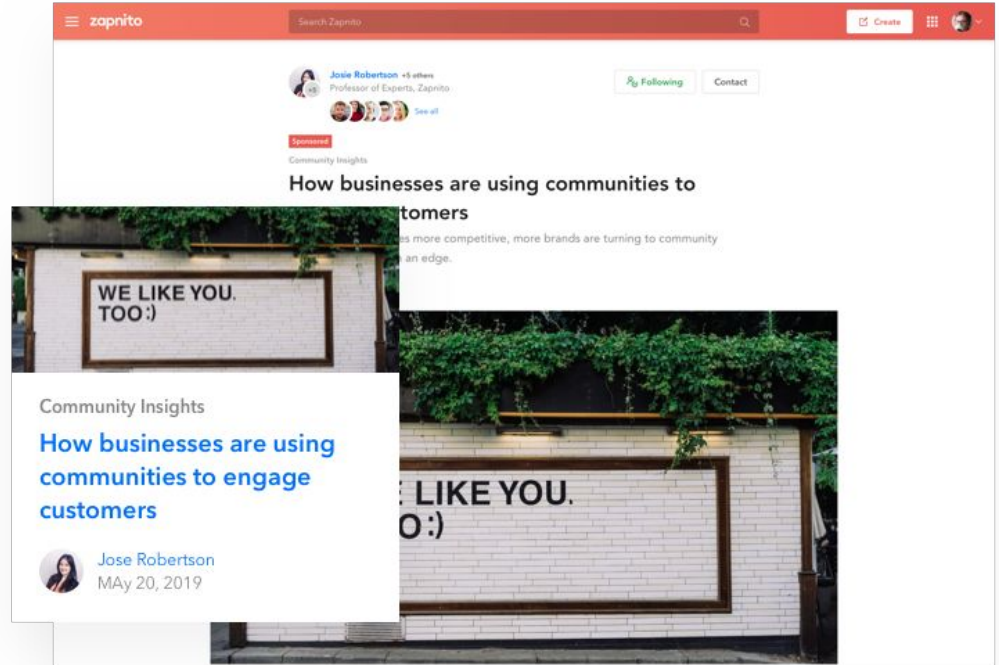
Questions & Answers

Conversations & Rooms

Video panels

Sponsorship

Create sponsored content or even launch an entire sponsored community. Our customization options make it easy to highlight sponsors.

Sample Sponsorship Models

Fully sponsored sites offering a single sponsor to host and publish content to an audience and community:

Examples:

Nature Scripps Research
https://npjdigitalmedcommunity.nature.com/

Multiple sponsors can be added to the communities in different directories. These can be a single tiering of sponsors or multiple tiers.

Examples:
Discretionary Fund Managers
https://dfm.moneymarketing.co.uk/

Biopharma Dealmakers
https://biopharmadealmakers.nature.com/

Sample (only) Sponsorship Packages

Tier 1 ("Gold")

- Company Profile
- Publishing of
    a.   Video
    b.   Articles
    c.   Documents
- Directory
- Channel Sponsorship
- Analytics
- Video Panels
- Answer Questions
- Room Sponsorship
- Online Courses
- Webinars
- Leads, Smart Groups

Tier 2 ("Silver")

- Company Profile
- Publishing of
    a.   Video
    b.   Articles
    c.   Documents
- Directory
- Channel Sponsorship
- Analytics
- Video Panels
- Answer Questions

Tier 3 ("Bronze")

- Company Profile
- Publishing of
    a.   Video
    b.   Articles
    c.   Documents
- Directory
- Analytics

Custom user groups

Create custom groups to control who can do what on your site with sophisticated abilities management covering content creation, networking and administration permissions.