

# HOW YOU CAN ADVERTISE WITH US



## Content-Driven Lead Generation

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Develop lead lists from our community of nursing, social work, counseling, public health, and psychology professionals. Choose from over 1,000 specialty-specific e-books to offer as complementary to your chosen audience to drive your exclusive lead generation campaign.

[www.springerpub.com/advertisers](http://www.springerpub.com/advertisers)

### OUR PARTNERS

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MARKETING

# CONTENT-DRIVEN LEAD GENERATION



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## HOW IT WORKS



### ATTRACT

Boost your lead generation up to 35%



### CONNECT

Receive a constant flow of candidates



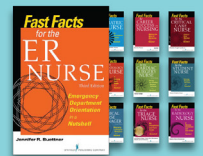
### ENGAGE

Leverage Springer Publishing's trusted e-books to drive leads

1

#### Target by interest.

Choose from over 50+ specialty-specific books to drive your exclusive lead generation campaign



2

Create a lead form with custom questions or use your existing form to highlight the free e-book



3

Springer will help drive traffic to your lead form through email blasts, social media marketing and retargeted ads



4

Screen your candidates to determine qualified leads for your program



5

No upfront costs. Only pay for valid leads that meet your criteria

