

# ASM SPONSORED WEBINARS & TARGETED EMAILS

# 2021

# WEBINARS

# EMAIL

## SPONSORED WEBINARS

When you sponsor a custom ASM webinar, not only are you providing value added information for your existing customers and potentially boosting sales – you are also attracting new, qualified leads that help you expand your market.

Let ASM customize a webinar for you that delivers solution-driven content to industry professionals in an easy-to-use and cost effective format. ASM has been collecting and producing quality materials information resources for over 100 years – and we want to help you deliver that relevant content to your customers and prospects right where they live and work.

ASM webinars are a powerful lead generation tool that helps you reach buyers and up-and-coming decision makers: metallurgists, engineers, managers, technicians, and more who use, purchase, and implement products and services. We are confident that you will get quality leads when you sponsor an ASM webinar. Our custom marketing and promotional webinar planning will get you the targeted audience that you want in any materials science field.

**GET THE POWER OF AN ASM WEBINAR WORKING FOR YOU. WE'LL GET YOU QUALIFIED LEADS – GUARANTEED!**

## ASM TURNKEY WEBINAR SERIES

The ASM Turnkey Webinar Series is a sponsored webinar where we provide a list of topics to select from, the speaker, and all of the marketing and promotions. You are only responsible for selecting the topic that best fits your needs and paying based on the number of registrants we deliver. Following the webinar, you will receive detailed metrics on the registered attendees that can help grow your business!

Topics include, but are not limited to:

- How to Organize and Run a Failure Investigation
- Failure Analysis Series—FA Procedures, Corrosion, Wear, Elevated Temp, Fatigue, Brittle and Ductile Failures
- Microstructure Series—Aluminum, Steels, Titanium, Superalloys, Copper, etc.

Daniel Dennies Ph.D. will be the speaker for the ASM Turnkey Webinar Series. He is a long time ASM member and fellow and has over 30 years experience as a metallurgist and years of teaching and speaking practice. Dr. Dennies is the perfect person to get you the targeted audience you want—the metallurgists, engineers, managers, and more—guaranteed.

## DO NOT MISS OUT ON THIS OPPORTUNITY!

**[CLICK HERE TO VIEW OUR WEBINAR ARCHIVE.](#)**

## TARGETED EMAILS

### REACH YOUR IDEAL AUDIENCE THROUGH ASM'S EMAIL LIST.

Sending your customized email to ASM's highly targeted distinguished audience will help increase your reach and provide your sales team with leads who are the most interested in your offering. ASM is a well-respected society that engineers, metallurgists, scientists, and engineering managers trust to provide them with the latest advancements in the field of materials science. Don't miss your opportunity to connect with these decision makers and industry influencers.

**PRICING IS BASED ON TARGETED SIZE.**

### EMAIL GUIDELINES:

- HTML that is no more than 640 pixels wide.
- Subject line.
- Preheader if possible. A preheader is a secondary subject line and will appear in smart phone menus as well as new versions of Outlook.

### EMAIL TIPS:

- Avoid using java script or linking to external style sheets, or style sheets that are part of a web site.
- Use inline styles instead of external styles
- HTML emails render differently in different email clients. Keep the HTML simple.
- Avoid using images with big file sizes.
- We recommend avoiding animated gifs. Many email clients do not render animations.