

WHITEPAPER PROGRAM

Content and Demand Generation Sponsorship Opportunities

PROGRAM PARAMETERS

- Exclusive and custom white paper topic determined by sponsor partner and written by Total Retail and Women in Retail Leadership Circle team
- Includes 2-3 page white paper with charts based on existing data
- White paper can be co-branded Total Retail/Women in Retail Leadership Circle or white-labeled
- Includes 1 round of revisions by sponsor partner
- Includes 2 week delivery from contract sign
- Includes promotion in Total Retail Resource Library, *Total Retail Report* e-newsletter and Women in Retail Leadership Circle *Inner Circle* e-newsletter as a Featured Resource after completion
- Project team includes NAPCO Research Analyst and Total Retail and/or Women in Retail Leadership Circle subject matter Expert
- Sponsor partner owns white paper after production for own marketing usage
- Includes 1,200 word limit

BENEFITS

- Bring market awareness and position your company as a thought leader
- Demand generation from trusted source reaching 95K active retailers
- Provide retailers with educational and valuable research

INVESTMENT VALUE:
\$10,900

AUDIENCE

Total Retail and Women in Retail Leadership Circle (WIRLC) reach 95,000-plus active retailers and brands via enterprise events, daily and weekly e-newsletters, podcasts, webinars, research, online content, and social media.

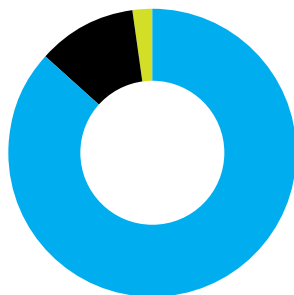
TITLES

Pres/CEO | CMO, C-Suite Titles | Vice Presidents
Directors | Product Managers and above

JOB FUNCTIONS

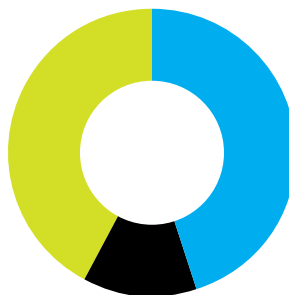
Business Management | Marketing Management
Operations/Merchandising Management | IT/
eCommerce Management

BUSINESS



- Retailers & eTailers - **86%**
- Brands/Manufacturers - **11%**
- Catalogers - **2%**

ANNUAL REVENUE



- \$100M+ - **45%**
- \$50-100M - **13%**
- Up to \$50M - **42%**

SOCIAL



FACEBOOK
16,300 followers



LINKEDIN
12,000+ connections



TWITTER
4,200 followers

CONTACT OUR SALES TEAM:

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TOPIC SUGGESTIONS

- **Optimizing Marketing Spend During a Crisis.** Don't neglect marketing during this time, there are bargains to be had (low CPMs for social, affiliate, search). Keep your brand front and center in consumers' minds.
- **Protect Your Brand From Fraud.** Instances of fraud are spiking with increased online traffic. In addition, new fulfillment methods (e.g., curbside pickup) are opening up new avenues for fraudsters to capitalize on. This report will feature tips to help retailers prevent fraud.
- **A Strategy for Re-Opening Stores Post-COVID.** What changes will retailers have to make to get customers back into their stores, keep their employees and customers safe? New protocols (social distancing) and technologies (cashless checkout) will become more important going forward in this new environment.
- **The Growing Need for Omnichannel Fulfillment Systems.** There's growing consumer demand for omnichannel fulfillment options such as buy online, pick up in-store (BOPIS), curbside pickup, and ship from store. Brands need the technology systems to enable these programs, including inventory and order management systems, training for store associates, and more.
- **How to Make Free Shipping Profitable.** This is a 10-part series that has been featured in the Total Retail Report. It includes everything retailers need to know about how to offer free shipping (increasingly a consumer demand) without breaking the bank.
- **A Retailer's Guide to Programmatic Advertising.** An overview of this channel, its benefits to retail marketers, how to implement a programmatic strategy, how to measure success, and examples of retailers effectively using programming advertising.
- **Consumer Behavior Analysis.** Identify the shopping behaviors of different generations (e.g., Gen Z, Gen Y, Gen X, millennials, baby boomers, etc.). Compare and contrast behaviors, identify key opportunities for retail marketers, assess how spending has shifted post-COVID, and much more.
- **A Marketplace Analysis for Brands.** This report will research the requirements as well as advantages and disadvantages of selling on different online marketplaces (e.g., Amazon.com, eBay, Rakuten, Alibaba, Walmart, Target), such as product minimums, product pricing, order fulfillment and shipping, commission fee structures, access to customer data, and more. Use this resource to help determine which marketplaces make the most sense for your brand to sell on.

Custom topics are also available.

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