



TRANSFORMING DIGITAL COMPANIES

Technology • eCommerce • Digital Marketing

The  Mag

 show

The  Mag

MEDIA COMPANY FOR B2B AUDIENCES IN LATIN AMERICA

500 EXHIBITORS - 100,000 VISITORS - 550 SEMINARS - 800 SPEAKERS

About Us

Framework is a publishing house specialized in B2B audiences in Latin America. It organizes the eShow exhibitions and edits The eMag; focused on E-commerce, IT, Digital Marketing, and eBusiness.

e show

MEXICO MEXICO CITY

March 2018
13th & 14th

More than:
4,500 VISITORS
More than: 80
SPEAKERS more
than: 50
STANDS



USA MIAMI

May 2018
60 One to One
Meetings
2 Key Notes
6 Conferences
10 EXCLUSIVE
Sponsors



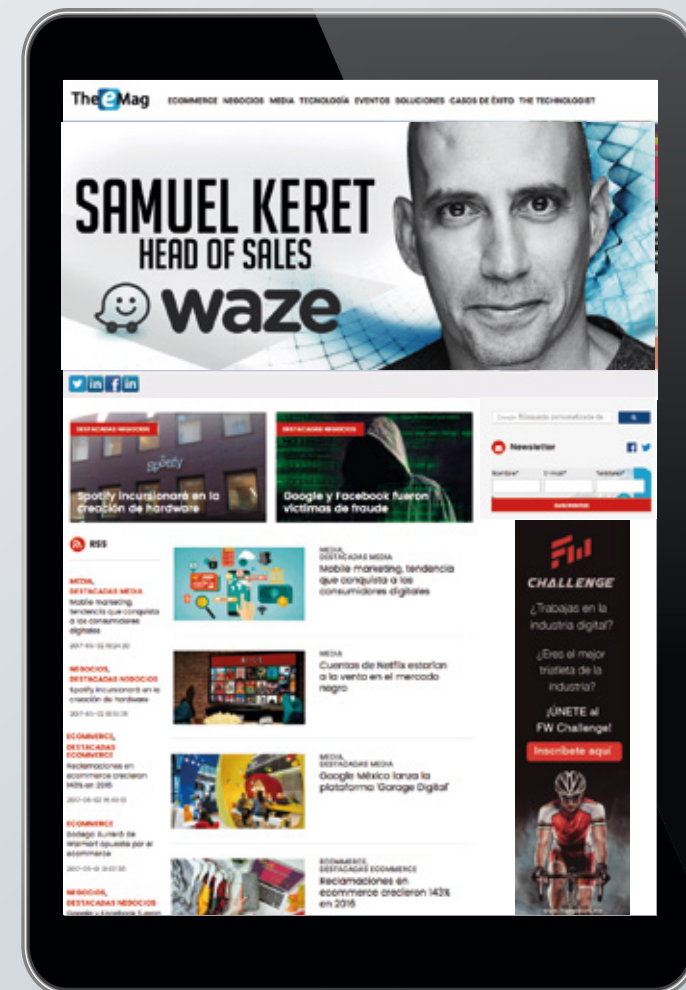
COLOMBIA BOGOTÁ 2018

More than:
2,000 VISITORS
More than:
60 SPEAKERS
More than:
50 STANDS



The eMag

THE E-BUSINESS MAGAZINE



FORECAST

VISITS PER MONTH

SESSIONS **75.000 and 100.000**

USERS **50.000 and 60.000**

PAGES VIEWED **125.000 and 175.000**

PAGE SESSIONS **2,03**

SESSION PERMANENCE AVERAGE **3:50**



The INTERNET Leaders



The VIP forum is created for Internet Leaders, an exclusive Masterclasses area from top International and National keynote speakers with thematic discussions on eCommerce and digital marketing for senior executives (CEOs, Directors, Coordinators, Managers, etc.) of SMEs and large companies.



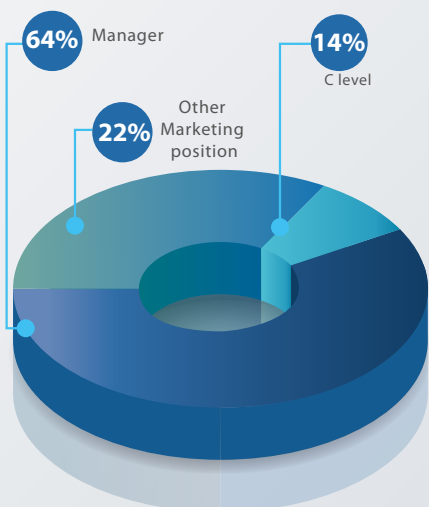
By SECTOR



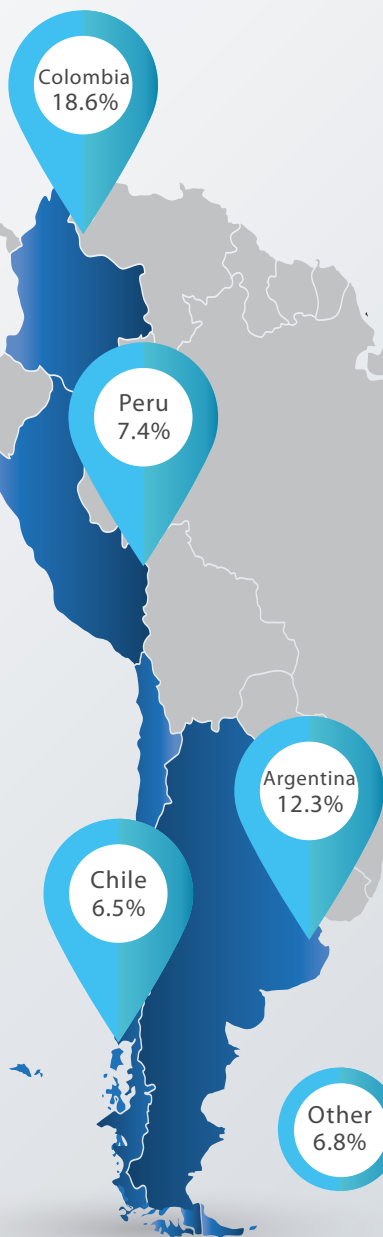
JOB POSITION

Ecommerce/
Marketing digital:

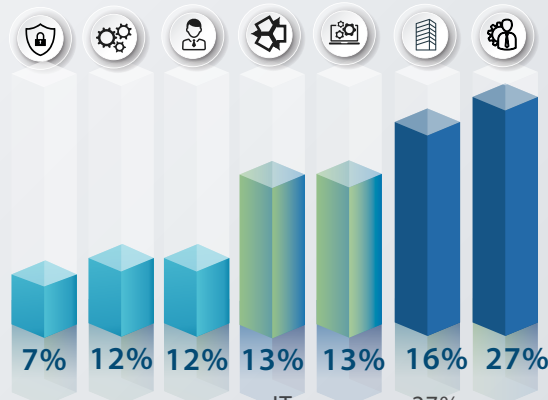
25,000



Audience

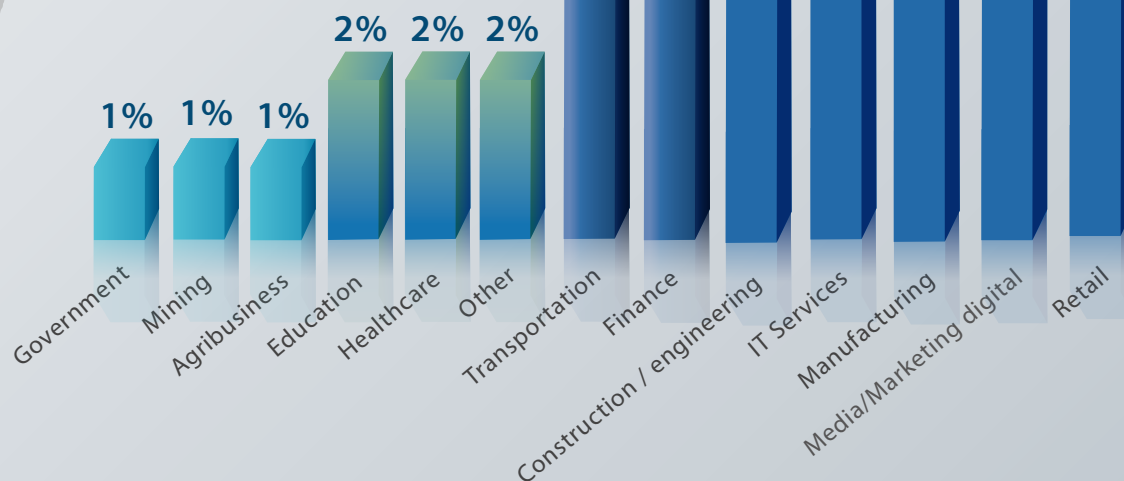


IT **28,000**
Contacts

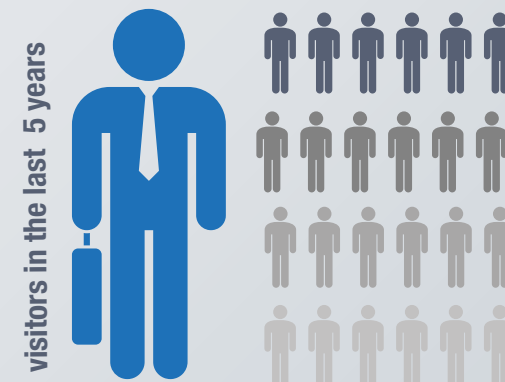


IT manager: 27%
Infraestructure: 16%
Support: 13%
Other: 13%
C level: 12%
Development: 12%
Security: 7%

INDUSTRY



More than 50.000



ONE TO ONE MEETINGS

Creating a successful marketing campaign is essential to achieve goals. The One to One Marketing Area is full of big companies Online Marketing executives. By holding private meetings of one hour duration with the most influential professionals of the digital sector, you can solve all your doubts.



We set up a meeting with a company following your preferences. What are you worried about when you plan a Marketing campaign? Which is the best way to plan a Marketing strategy using Social Media? Let us know your questions and we will give you the answers.



Lead Gen PROGRAM



Agency Service AND ADVERTISING



ATTRACT



SEO



BLOG



WEBSITE



SOCIAL



ADS

89% of online consumers use search engines when making a purchase decision

CONVERT



CTAs



LANDING PAGES



FORMS

Content marketing generates 3x as many leads as traditional marketing, but costs 62% less

CLOSE



EMAIL



MARKETING AUTOMATION



CRM



CONTACTS



LEAD SCORING

Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost

DELIGHT



HUBSPOT CONNECT
INTEGRATION



SMART
CONTENT



TRANSACTIONAL
EMAIL



REPORTING &
ANALYTICS

89% of consumers have read reviews to determine the quality of a local business

Content + PERFORMANCE



- Our editorial team create exclusive content
 - Publication of the note at www.the-emag.com
- Lead BANTs (Budget, Authority, Necessity y Time).
 - 10,000 Banners por mes.
 - 10 entradas a E-Show
 - Campaign duration: 3 Months

Package Cost: 6,000 USD

The **e**Mag

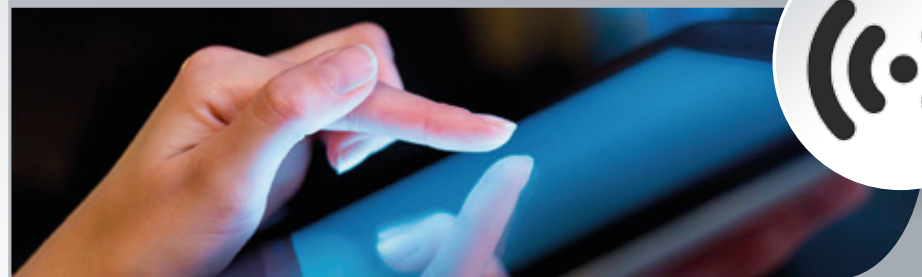
eshow

The **IT**Mag

Exclusive
Content
Creation

Publication in
eMag to
specific
audiences

Potential
Customers
Detection
(Leads)





e showMÉXICO
ECOMMERCE-DIGITAL MARKETING-IT EXPOSITION & CONFERENCE



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summit

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