

BUILD BRAND AUTHORITY WITH **CONTENT MARKETING.**



BlueStar helps drive brand or solution awareness, directly or thru our extensive reseller network.

Appware Solutions (AWS) is an end-user demand generation tool for software-led solutions that helps businesses set themselves apart in their marketplace by producing helpful and engaging content.

With the help of our marketing and design teams, we can create valuable content in different formats, like eBooks, case studies, white papers, blogs, etc. It's then promoted to your target audience through paid social advertising as a lead magnet.

Those that are actively looking for information to solve a problem or educational content can download the content in exchange for their contact information so you can begin nurturing them as leads.

KEYS TO CAMPAIGN SUCCESS

- Well-defined reachable audience
- Educational content that will benefit your customers
- Software that relies on BlueStar hardware
- A sales team that will nurture the leads
- Competitive features and pricing

What's Included?

- eBook Creation/Translation
- Bespoke campaign planning and management
- Automated lead sharing
- Chat bot build
- Cost of social advertising for lead generation
- Support in co-financing your campaign

www.bluestarinc.com

