

# sharepoint 360

Microsoft 365 • Intranet • Collaboration

**MEDIA KIT 2024**

# OUR OFFER



## NEWSLETTER & WEBINARS



## E-BOOK & LEAD-GEN



## BANNER-ADVERTISING



## STUDIES & RESEARCH



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# ABOUT SHAREPOINT360.DE: TARGET GROUPS | INDUSTRIES | VISITS

**SharePoint360.de** is the largest B2B blog in the DACH region covering Microsoft 365, Teams and Digital Workplace.

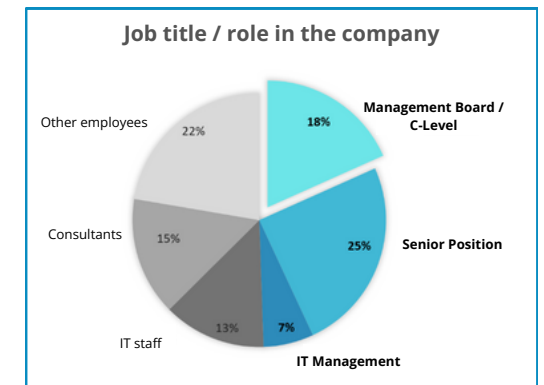
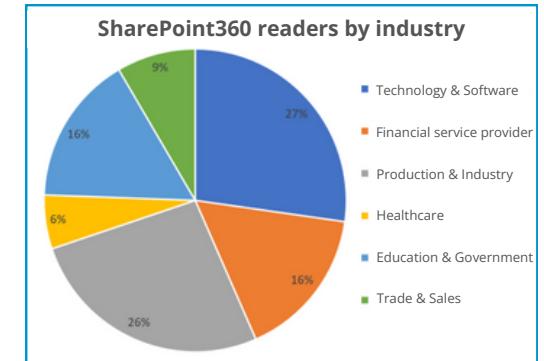
Our core target groups are **IT decision makers**, **business users** and **IT professionals**.

## Reach, visits, contacts: 70,000 page impressions

- **Portal:** SharePoint360.de currently records around **70,000 page impressions** (PIs) per month, with up to **30,000 visitors** (visits - Google Analytics).
- **Newsletter:** Our daily newsletter is sent to around **1,500 subscribers**. With our dedicated newsletter campaigns, we reach around **3,800 contacts**.

## Target group, industries, roles: 50% decision-makers

- **Industries:** 27% Technology & Software, 26% Manufacturing & Industry, 16% Financial Services
- **Job titles & roles:** 50% CxOs, management and senior positions



# 1 BANNER ADS ON SHAREPOINT360.DE

SharePoint360.de reaches between 25,000 and 30,000 visitors from the DACH region every month, who are looking for information about Microsoft 365 and the digital workplace.

You can achieve this with a banner ad on SharePoint360:

- **REACH & NEW CONTACTS:** With a SharePoint360 banner, you will constantly reach new readers, as 80% of our page views come from Google searches.
- **VISITS & LEADS:** You receive permanent page impressions on your campaign pages via ad banners. You can successfully generate downloads/leads with this.

## How an advertising campaign works:

**Provision:** You provide the topic, advert text, image plus a link to the landing page.

**Billing:** monthly on a CPM basis (price per thousand contacts: 1,000 Als = one unit)  
Example: 20,000 ad impressions (Als - ad impressions) for "Leaderboard" = EUR 500

**Reporting:** monthly reports on ad impressions, click rates, etc.

POS	Description	Size (px)	Price	Price from mo. 6
1	Leaderboard	700 x 120	EUR 25	EUR 22
2	Text link, 1-line	800 x 20	EUR 18	EUR 16
3 a/b/c	Medium banner in article area	800 x 220	EUR 40	EUR 35
4	Sidebar Rectangle	326 x 400	EUR 30	EUR 25
1 & 3	Combination Pos. 1 and 3		EUR 50	EUR 45

The screenshot shows the SharePoint360 website with several ad positions highlighted by red boxes and numbered 1 through 4. Position 1 is a top banner for 'Kostenlosen SharePoint-Migrationsguide herunterladen'. Position 2 is a text link for 'Datenverlust in der Cloud?'. Position 3a/b/c are medium banners in the article area, including one for 'Mit Viva Engage integriert Microsoft Yammer in Teams' and another for 'Europäischer Cloud Summit'. Position 4 is a sidebar rectangle for 'SharePoint360-KIT-PAPIER & STUDIEN'. The website also features a navigation bar with links like 'START', 'MICROSOFT 365 & INTRANET', and 'PRAXISTIPPS ZU MICROSOFT TEAMS'.

## 2 A) STAND-ALONE-NEWSLETTER – PROMOTION & LEAD-GEN

We send our individual stand-alone newsletter to around 3,800 contacts. With this we reach a [high number of experts and decision-makers](#) in the DACH region. We take over the [complete processing](#) for you based on your briefing/content.

You can choose between the following two options:

### Option 1: Stand-alone-Newsletter “CONTENT-PROMOTION” – for Content and Webinars

- You provide us with the topic, input, briefing and link to the landing page.
- We create the newsletter content and carry out the dispatch.

Description	Price
Setup Newsletter	EUR 350
Send out on CPM basis	EUR 550 per thousand addressed contacts
Additional option: News article on SharePoint360.de	EUR 650

### OPTION 2: Stand-alone-Newsletter incl. LEAD-GENERATION

- You provide your download content - for example an e-book or an on-demand webinar.
- We create a landing page with a download form for lead generation.

Description	Price
Ammount & cost based on individual agreement	Depending on defined lead quality



## 2 B) COMMUNITY-NEWSLETTER: TEASER OR AD-BANNER

We offer two placement options for content teasers and ad banners in our community newsletters:

NEW

### Option 1: CONTENT-TEASER in the COMMUNITY-NEWSLETTER

About once a month we send out a community newsletter to our entire mailing list (approx. 3,800 addresses).

The newsletter consists of 4 to 6 short teaser blocks containing

- selected news,
- download offers and
- useful links

on the topics of **Microsoft 365**, **Teams** and **Digital Workplace**.

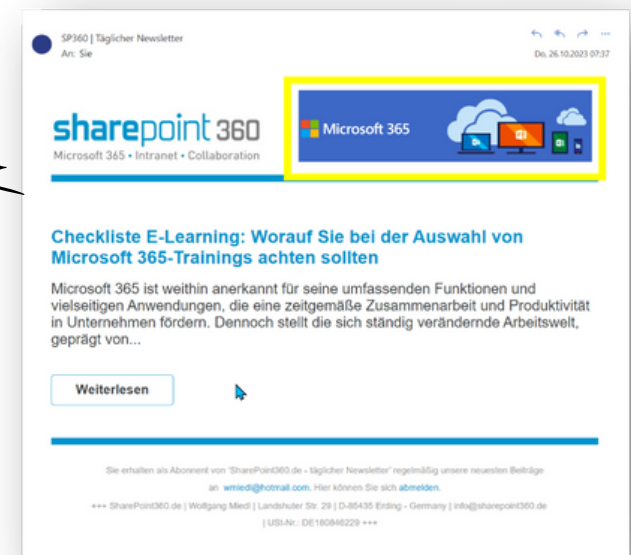
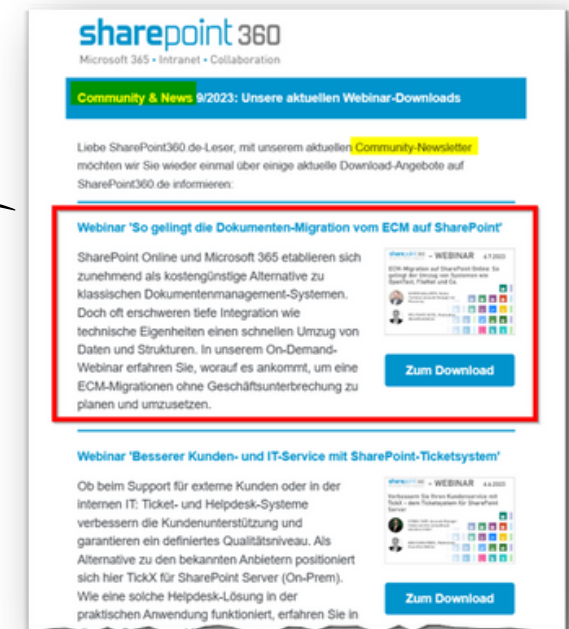
Description	Price
Teaser placement for one-time mailing	EUR 450

NEW

### Option 2: Ad-BANNER in the DAILY-NEWSLETTER

We place **your advertising banner** in our **daily newsletter** (1,500 subscribers, almost daily dispatch) **for one month** (example picture on the right).

Description	Price
Header Banner 370x120px	EUR 400 per month



### 3 SHAREPOINT360-WEBINARS

Present your topics, projects and expertise in a SharePoint360 webinar.  
The effort for you is low, because we take over the marketing and implementation completely.

#### Your advantages:

- **High reach:** Up to 180 registrations in our webinars so far
- **Full service:** Minimal effort for you as the client

#### Webinar campaign process:

- We take over the webinar marketing including the invitation newsletter to our community
- Webinar delivery with 'GotoWebinar'
- Staffing: SharePoint360 moderator and one or more speakers from the client
- Webinar recording as a download - if required for additional lead generation with on-demand webinar download

#### Webinar modules (new pricing model)

Setup Webinar

Price option 1: Up to 40 registrations

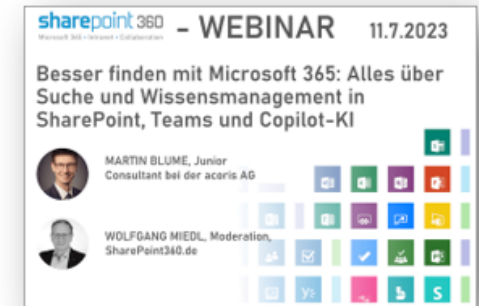
Price option 2: Over 40 registrations\*

#### Price

EUR 1.200

EUR 1.200 flat rate

EUR 300 per 10 registrations; from basis 0



\* Further individual agreements such as capping of registrations possible



## 4 E-BOOKS | WHITEPAPER + LEAD-GENERATION

We offer two options - individually or in combination:

- **E-book and whitepaper production** on a topic of your choice within the Microsoft 365 and Digital Workplace spectrum.
- **Download-only with lead generation:** Either with a whitepaper created by us or a whitepaper provided by you.

### Option 1: E-BOOK/WHITEPAPER – PRODUCTION ONLY

- **Complete creation** of an e-book on a topic of your choice (based on content provided)
- **Professional** magazine-style **layout**, 8 pages (more pages possible on request)

### Option 2: DOWNLOAD-ONLY – WITH LEAD-GENERATION

- Creation of a landing page with download form for e-book
- GDPR-compliant address registration and provision of leads\*

Description	Price
Production of e-book/whitepaper, creation of landing page	from EUR 900
Download/ lead generation	on request



\*Always includes Marketing Qualified Leads (MQL): contact data record, e.g. e-mail address, name and telephone number

# 5 STUDIES & RESEARCH: MARKET AND FOCUS STUDIES

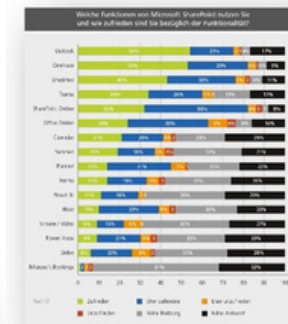
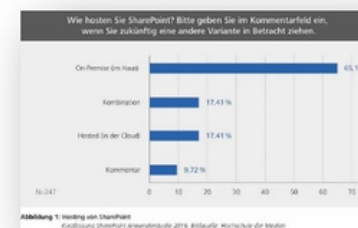
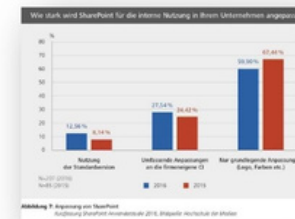
Previous SharePoint O365 studies 2015, 16 & 19:

- Online surveys of 300 companies in the DACH region
- Survey reports with 80+ pages
- 1000+ registered downloads of the reports

## Our offer: Customised focus study on a topic of your choice

- **Online survey** based on a jointly developed questionnaire
- **Evaluation** with 10-15 infographics
- **Survey report** with 20+ pages
- **Provision** as download, with lead generation option

Our studies are developed in close cooperation with the [Chair of Microsoft 365 & Content Management at Stuttgart Media University](#).



## 6 SPONSORED POSTS | PROFESSIONAL ARTICLES | MICROSITES

### Sponsored Posts on SharePoint360.de:

SharePoint360.de offers an ideal environment for [search engine-optimised publications](#) of news and specialist articles on Microsoft 365, Teams and Digital Workplace.

**An article placement on SharePoint360.de offers the following advantages:**

- Sponsored posts achieve a [high Google relevance](#) -> you [benefit from our excellent Google ranking](#)
- Our articles achieve [continuous hits](#) over many years & thus [permanently high visibility](#)
- Publications are [also sent out via the SharePoint360.de newsletter](#)

### Production of content & professional articles:

On request, we can take over the complete content creation for your article - from conception to production to publication.

### Customised microsites:

We also offer the setup [of customised micro-sites](#) as an "outsourced homepage". All of your company's publications are published on a SharePoint360.de sub-site, and we can also create the content on request. Your advantage: [more traffic and top Google rankings](#) than on your company site.

**Conditions: on request**


Description	Price
Placement & hosting of sponsored posts (unlimited)	EUR 700
Content creation of a news item (1,500 to 2,500 characters)	EUR 450
Content creation for professional articles (4,000 to 6,000 characters)	EUR 600-900

# sharepoint 360

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**SharePoint360.de**

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