Lead Generation: Topical Webinars for APA Members

73% of sales and marketing leaders say webinars are the best way to gather high-quality leads.\(^1\) Purchasing a topical webinar from APA is a great way to generate lead-to-business conversions and drive new business.

The Process:

1. Company suggests the webinar topic and description; APA reviews the topic and description to ensure relevancy in the world, to our members, and how it’s represented across the organization. The topic must be evidence-based, supported by research, educational in nature and not salesy or product focused.

2. In collaboration with APA, the company identifies and secures subject matter expert speakers and develops the webinar content. APA then vets the speakers and content to ensure validity and relevancy. Alternatively, companies can choose to purchase an APA produced webinar, where APA develops the topic/content and secures speakers.

3. APA promotes the webinar starting one month prior to the event through relevant APA marketing channels (custom email to targeted member list, banner ads on APA webpages and in APA eNewsletters, social media, etc.). Company is also expected to promote the topical webinar to their client base.

4. After the live webinar, the recording is sent to all registrants. It will also be hosted in the Membership section of APA.org for one full year.

You Receive:

1. Thought leadership recognition in the field of psychology.

2. Visual recognition the topical webinar is paid for by your company throughout the deck as well as verbally at the beginning and end of the webinar.

3. Recognition as the topical webinar paid provider in all registration materials and promotional marketing.

4. Guaranteed leads report of all registrant names and email addresses of those who opt-in from the live webinar and recording.

Lead Generation: Topical Content for APA Members

Leverage APA’s authority in the psychology field and our unique distribution capabilities to reach an engaged audience. Generate high-quality leads through paid content.

The Process:

1. Company provides the content; APA reviews submissions internally based on the available science; APA has the final edit authority to ensure accuracy and that the content coincides with the interests of its members. The topic must be educational in nature and not salesy or product focused.

2. Topical content will be hosted in the Membership section of APA.org for one full year.

3. APA promotes the topical content through relevant APA marketing channels (custom email to targeted member list, banner ads on APA webpages and in APA eNewsletters, social media, etc.).

You Receive:

1. Thought leadership in the field of psychology.

2. Visual recognition the content is paid thought leadership from your company.

3. Recognition as paid provider in all promotional marketing.

4. Guaranteed leads report of all reader names and email addresses of those who opt-in for a full year.

PRICING: $7,500
Lead Generation: Sponsored APA Whitepapers

Leverage APA’s authority in the psychology field and our unique distribution capabilities to reach an engaged audience. Generate high-quality leads through sponsored whitepapers.

The Process:

1. Sponsoring company provides the whitepaper; APA reviews the content based on the available science, the potential interest of APA members, and the educational focus (to ensure it is not salesy or product focused)

2. Whitepaper will be hosted in the Membership section of APA.org for one full year

3. APA promotes the whitepaper through relevant APA marketing channels (custom email to targeted member list, banner ads on APA webpages and in APA eNewsletters, social media, etc.)

You Receive:

1. Thought leadership in the field of psychology

2. Visual recognition as sponsor on whitepaper landing page

3. Recognition as whitepaper sponsor in all promotional marketing

4. Guaranteed leads report of all reader names and email addresses for a full year

Pricing: $7,500
Lead Generation: Sponsored APA Content

Leverage APA’s authority in the psychology field and our unique distribution capabilities to reach an engaged audience. Generate high-quality leads through sponsored content.

The Process:

1. Sponsoring company provides the content; APA reviews submissions internally based on the available science; APA has the final edit authority to ensure accuracy and that the content coincides with the interests of its members

2. Sponsored content will be hosted in the Membership section of APA.org for one full year

3. APA promotes the sponsored content through relevant APA marketing channels (custom email to targeted member list, banner ads on APA webpages and in APA eNewsletters, social media, etc.)

You Receive:

1. Thought leadership in the field of psychology

2. Visual recognition as sponsor on content landing page

3. Recognition as content sponsor in all promotional marketing

4. Guaranteed leads report of all reader names and email addresses for a full year

PRICING: $7,500