

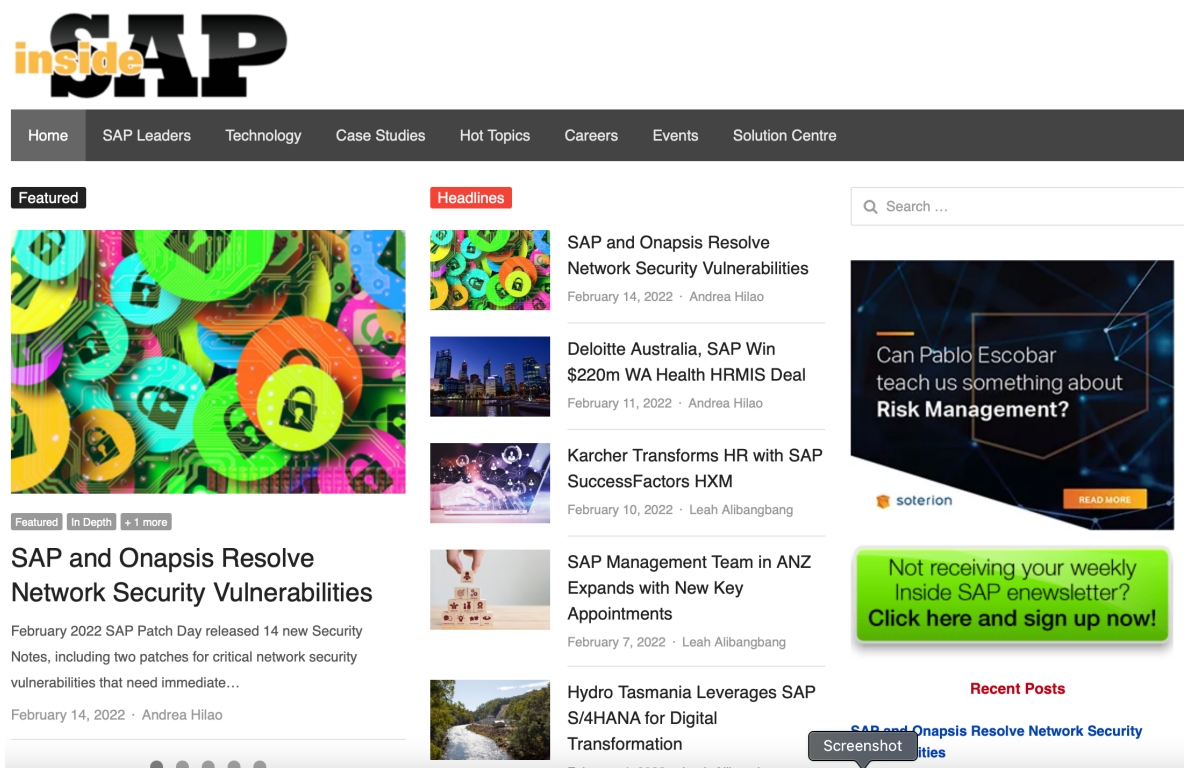
MEDIA KIT

inside **SHAP**

2022

Since 2008, InsideSAP has been a trusted knowledge source for SAP professionals, IT-decision makers and business leaders.

Since 2020, digital marketing has been recognised and solidified as the future of marketing. In the new normal of hybrid work, events and lead generation, it has never been more important to secure and maintain digital visibility.

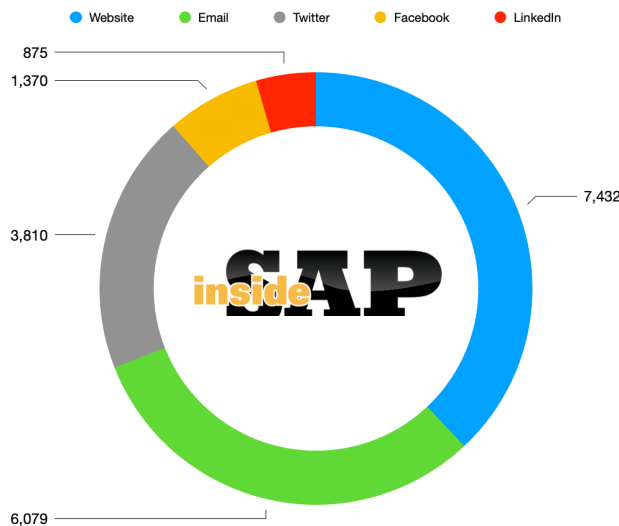


Hopwood Digital is a leading publisher in the SAP ecosystem in ANZ, and by advertising with InsideSAP, you will position yourself prominently as part of this thriving community. Our readers value having a local source of information, finding out how their colleagues and competitors are utilising the best of what SAP has to offer. They are actively seeking information on new solutions and implementations, ready to take the next step to find out more about your business.

Your Audience

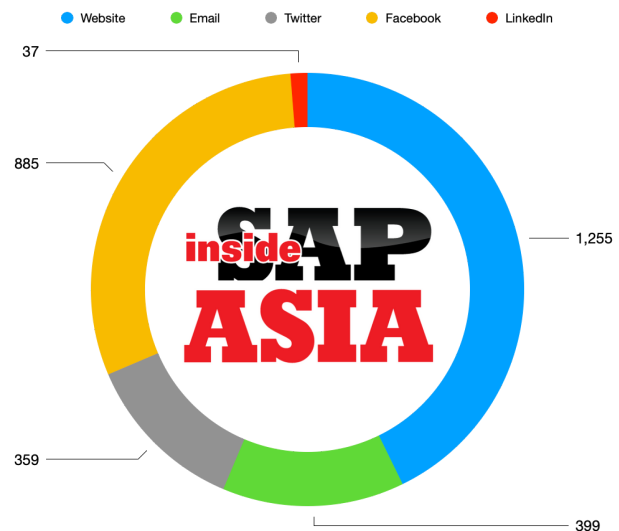
Reaching the right audience is vital to your marketing efforts. InsideSAP has the largest independent SAP - specific audience in the ANZ region.

Thousands of Touch Points



Our flagship publication, InsideSAP provides local and global news, events and information to the Australia / New Zealand SAP ecosystem.

Advertising suits companies operating in Australia, New Zealand or with local / global operations.



With a focus on English-speaking Asia, InsideSAP Asia has a small but growing readership. Suited to companies extending advertising across operations in Asia or testing the market for expansion.

User data: November 2020

Smart Marketing

Successful digital marketing requires a smart approach. You need advertising ROI, which means you need your audience to engage with your brand.

Brand Promotion

Your brand is everything. Your audience must recognize you instantly as the leader in your field. Intelligent brand placement and thought leadership are crucial.

Lead generation activities yield higher volumes and stronger quality of leads when your target audiences recognize your brand and offerings.

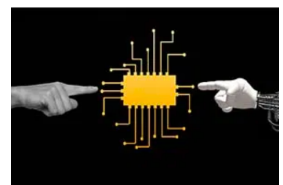
Tell Your SAP Story



Strategy:

- Web Leaderboards
- Web Tiles
- e-Newsletter Banners
- Thought Leadership Articles
- Social Media Promotion

Case Studies



Market Insights Solutions

How SAP Intelligent RPA Improved Efficiency at Villeroy and Boch

Leading international lifestyle brand, Villeroy & Boch Group (Villeroy and Boch) geared towards innovation with SAP Intelligent Robotic Process...

January 25, 2021 · Alyssa Baluyot

Content Marketing

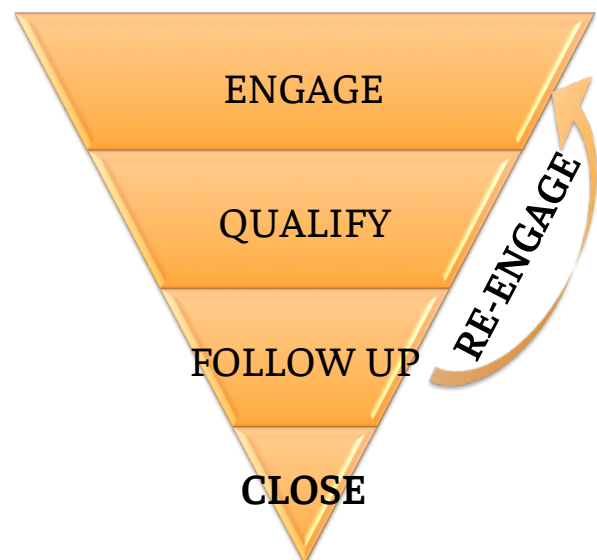
Content is King.

Make your content work harder towards conversions by leveraging digital strategy and technology. We will work with you to implement a strong content marketing strategy, taking your target audience from discovery to thought leadership and beyond to lead generation.

It doesn't stop there - deploying smart marketing, we can re-target your readers and build custom audience segments by email and social media, bringing them back to content relevant to them.

Strategy:

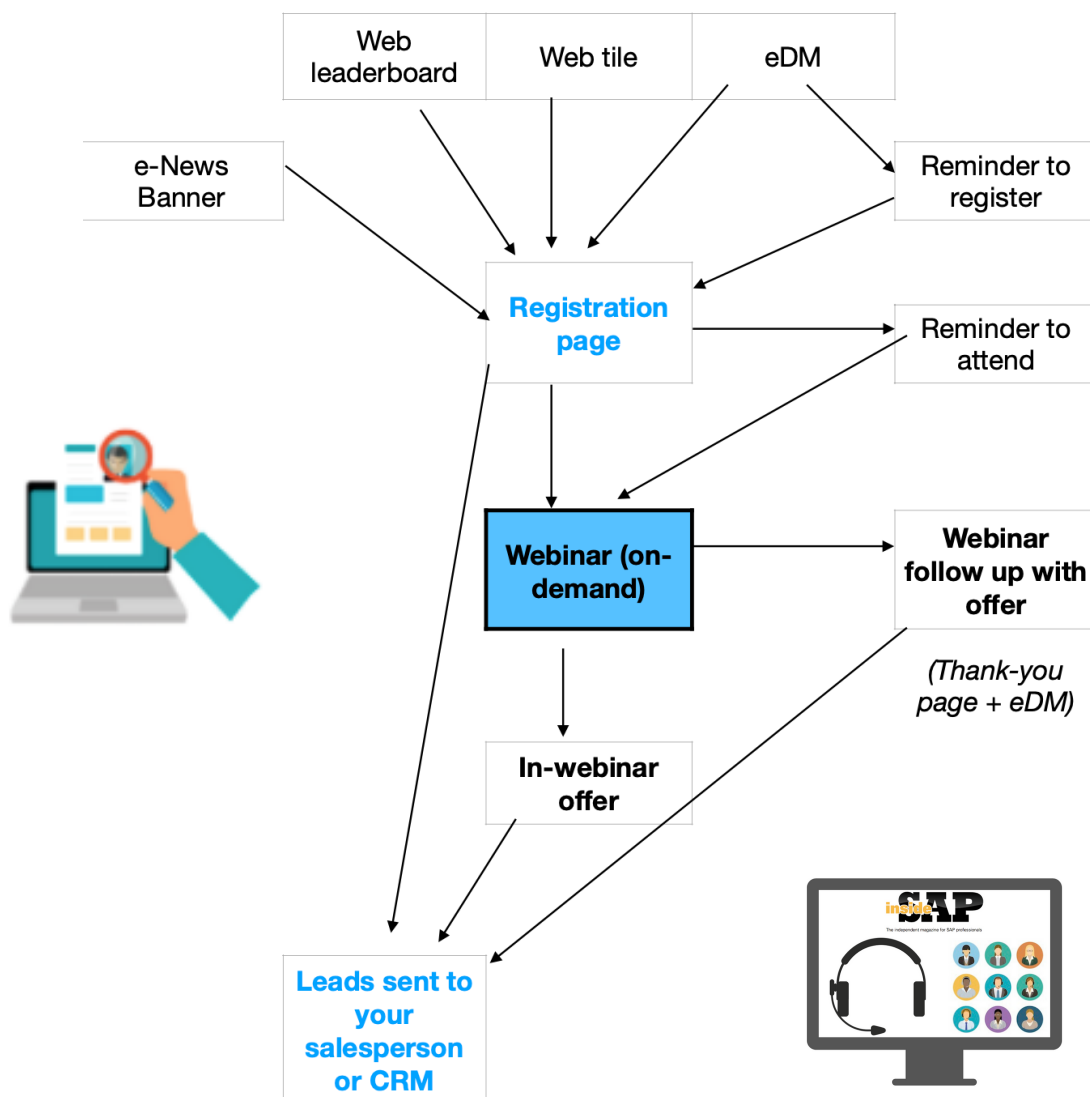
- End-to-end content planning
- Engage and retain readers
- Build custom audience segments
- Automated follow up sequence
- eDM re-engagement
- Social media re-targeting



Webinars

Webinars are a powerful way to create a unique bond with your audience. Providing educational or informative content not only engages your target audience, but also generates potential customers.

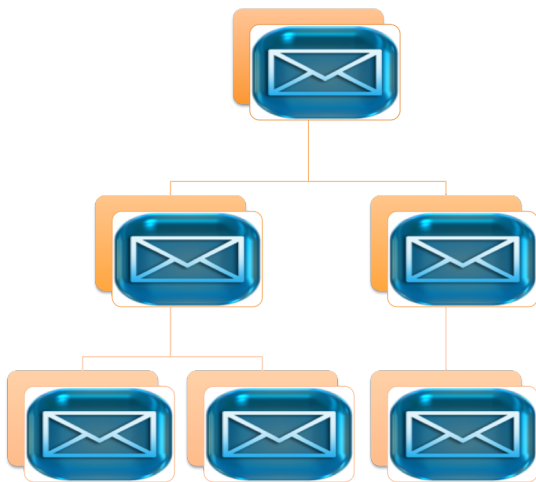
InsideSAP now offers a limited number of yearly hosted webinars, combined with a sophisticated method of capturing and re-engaging qualified prospects.



Referrals and Re-targeting

What if your leads could multiply? InsideSAP can do more than just drive leads.

Increase your ad conversion rates by combining your special offer with a custom sales page, social media tracking and intelligent eDM techniques. Build your base exponentially by enticing your audience to share your offer and invite their network to join you.

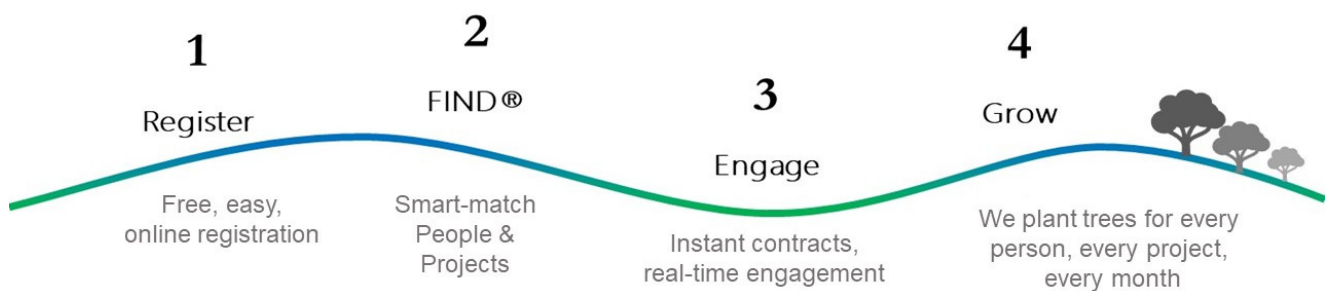


Strategy:

- Smart landing page
- Intelligent lead collection
- Powerful lead referral capabilities
- Social media tracking & re-targeting

inside SAP CAREERS

powered by **AVAILERY**



InsideSAP Careers aims to disrupt SAP resourcing. Combining the reach of InsideSAP's readership with the most powerful SAP talent platform to ever be created, you can empower your internal talent team to own your talent acquisition processes and grow your business.

Even better - we plant a tree for every day a consultant works on your project.

Strategy:

- On-demand talent pool
- Complete view of available talent
- Slash recruitment costs
- Solve project gaps
- Build projects strategically
- Accredited, insured, project-ready
- Sustainability in recruitment



CONTACT US

For advertising and partnership enquiries, contact:

Jesse Hopwood

+61 2 8007 3113

jesse@insidesap.com.au

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Suite 1A, Level 2
802 Pacific Highway
Gordon, NSW, 2072

Australia