



Informous Launches B2B Marketing Platform in the Plastics Industry; Builds on Success in Packaging Industry

Plastics Industry Companies Already Relying on Informous to Reach Targeted Buyers and Generate Qualified Leads

COLUMBIA, MD. – November 17, 2010 – Informous – a leader in industry-specific marketing content platforms - launched its plastics industry site today. Informous provides a more efficient way for product manufacturers to reach qualified buyers by leveraging existing sales and marketing materials.

Informous currently showcases thousands of products in dozens of plastics categories, greeting visitors with an intuitive, easy to use, and elegant design. The Informous platform utilizes a proprietary Amazon-like recommendation engine, enabling visitors to see, for example, competitive products and popular searches. What's more, content can be viewed immediately without the need for time-consuming downloads and registrations.

“The more brand exposure we have to let people know what we offer, the better,” said Peter McCormack, Global Technical Sales Manager at Acrolab. “Informous is very easy to navigate, is crisp and sharp, and it’s a new and exciting way to reach our target audience.”

Informous’ rapid success in the packaging industry drove the decision to launch a content marketing platform for the plastics industry. In only two months since its packaging industry launch, Informous claims nearly 500 participating companies, more than 5,000 pieces of content, and almost 20,000 monthly visitors searching for packaging solutions.

“We envisioned Informous as a vehicle for companies in specific industries to reach buyers during the critical research phase, driving more qualified leads. Our first two months in the packaging industry more than confirmed the demand for this type of platform, both from a buyer and seller standpoint,” said Informous CEO Len Ostroff. “The plastics industry closely resembled packaging in many of the key areas that we evaluated, making it an obvious choice for our second vertical launch.”

Many of the plastics industry’s leading companies have submitted their product spec sheets, demonstration videos, catalogs, and more to Informous, including [Acrolab](#), [DME](#), [Milacron](#) and [Spectrum Plastics](#).

How It Works

Companies interested in being listed on Informous simply send their marketing and sales collateral via email or provide Informous with permission to pull the content from their website. Informous then optimizes the content for maximum visibility and requests approval prior to posting content live on the site.

Informous drives qualified leads through search engine optimization, social media, and email marketing, enabling buyers to find what they want, when they want it. There is no cost for companies wishing to use Informous, however, visibility and sponsorship packages are available and include analytics and reporting options.



“Companies spend a lot of money to create beautiful brochures, videos, webinars and other marketing content that, for the most part, end up on their website never to be seen again,” said Ostroff. “Informous ‘frees’ this valuable marketing content, and categorizes, optimizes and presents it to potential buyers.”

Informous plans to build on its packaging and plastics success and launch in new industries over the next six to twelve months.

About Informous

Informous is a B2B content marketing platform enabling businesses to reach highly targeted audiences with specific content, generating more informed and qualified leads. By gathering, optimizing and distributing content to interested and relevant audiences, Informous helps businesses improve awareness and leads, while helping buyers make better decisions. For more information on Informous for plastics, visit plastics.informous.com.

###

Media Contact

Mike Sweeney

Right Source Marketing for Informous

(703) 887 - 7708

mike@rightsourcemarketing.com