



## FOR IMMEDIATE RELEASE

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## AC Business Media Announces Launch of Highly Targeted Lead Generation Platform for the Landscaping Industry

*AC Business Media introduces GIP ENTENT, a suite of highly targeted lead generation services that identify and reach targeted audiences with real time data verification and connection to customer relationship management (CRM) platforms.*

AC Business Media (ACBM) is proud to announce the launch of GIP ENTENT, a suite of demand generation and permission-based marketing products that provide industry suppliers the unmatched ability to drive and measure engagement through its simple-to-use sales funnel, customer relationship management (CRM) platform.

Modeled after ACBM's proven [ENTENT program for the construction industry](#) and [SC ENTENT for the supply chain](#), GIP ENTENT provides highly targeted lead generation services to help service and product providers grow their customer base by targeting landscape contractors and power equipment dealers.

"Marketers are consistently scrambling to drive qualified prospects for product, equipment, and services through a buyer's journey," said Ron Spink, CEO of AC Business Media. "The landscape and power equipment marketplaces, like many others, have dramatically shifted towards utilizing the power of content marketing as a catalyst to initiate leads, as well as measure and nurture sales conversations.

"Doing this with consistency and expertise is a true 'blue sky' opportunity for marketers in our space. To that end, we are incredibly excited to launch GIP ENTENT — the most powerful suite of demand generation and permission marketing services to reach the landscape contractor and power equipment dealer ecosystem."

The GIP ENTENT program consists of six highly targeted marketing services that leverage ACBM's powerful first party data, multi-channel distribution and sophisticated funnels to guide ready-to-buy customers through an engaging path to purchase within a proprietary customer relationship management (CRM) platform.

Designed to fuel a buyer's journey, GIP ENTENT delivers three times as many leads as traditional marketing efforts — costing 62 percent less on average.

"Finding effective replacements for face-to-face events has only heightened the need for marketers to engage around information-driven, content-based conversations between product and service manufacturers and their ideal prospects," said Jason DeSarle, Brand Director of the Landscape Network, AC Business Media. "GIP ENTENT lead generation services offer a suite of six demand-driving tools for our clients: from turnkey opportunities at all volume levels, to GIP ENTENT Engage — the first of its kind,

subscription-based product that drives a mixture of Marketing Qualified Leads (MQL) and BANT (Budget, Authority, Needs, Timeline), sales-qualified opportunities into our client and dealer sales funnels.

“The GIP ENTENT suite of lead generation products gives marketers an unmatched ability to drive and measure a conversation through their buyer’s journeys.”

### ACBM Invests in Hire of Jim Bagan, Director of Demand Generation and Education Services

Coupled with the launch of GIP ENTENT, ACBM is pleased to announce the hire of Jim Bagan as Director of Demand Generation and Education Services. Having previously served as a Senior Director with Spiceworks/Ziff Davis, as well as Director of Education Solutions with Hanley Wood, Bagan comes with a unique skillset around assisting clients in using digital and educational content marketing to drive a funnel-based conversation for marketers.

“Demand generation and permission-based marketing provides the most efficient, high return, and targeted way to find buyers at various points of their journey,” said Jim Bagan, Director of Demand Generation, AC Business Media. “A major shift to independent research and discovery has occurred buyers’ side and is only increasing.”

In his role with ACBM, Jim will strategically work with marketers in the space as they drive community conversations, build predictive intent data, and create sales intelligence through content based, lead generating conversations.

For more information regarding GIP ENTENT, visit <https://www.landscapenetworkmediakit.com/gip-entent>

#### About AC Business Media

As one of America’s top business-to-business media companies, [AC Business Media](#) reaches millions of professionals annually and leads the way in providing targeted content to top decision-makers and organizations. With a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics, and supply chain markets, AC Business Media delivers relevant, cutting-edge content through its industry-leading digital properties, trade shows, videos, magazines, webinars, and newsletters. It also provides advertisers the analytics, data, and ability to reach their target audience.

#### About GIP ENTENT

GIP ENTENT, designed for the landscape network, is the most powerful suite of demand generation and permission-based marketing services. GIP ENTENT’s suite of lead generation products provide industry service and product suppliers unmatched ability to drive and measure engagement through its simple-to-use sales funnel, customer relationship management (CRM) platform. The GIP ENTENT lead advantage combines lead targeting, speed and quality, and connection with CRM platforms with results and reporting through a campaign dashboard. Learn more at <https://www.landscapenetworkmediakit.com/gip-entent>