



Introducing Informous: New B2B Marketing Platform Increases Qualified Leads Through Industry-Specific Search; Initial Focus on Packaging Industry

Informous Aggregates Product Marketing Content & Optimizes for Search

COLUMBIA, MD. – September 8, 2010 – [Informous](#) – an innovative new website for industry-specific marketing content – launched today, providing a more efficient way for product manufacturers to reach qualified buyers by leveraging existing sales and marketing materials.

Initially serving the packaging industry, Informous already showcases thousands of products in dozens of categories, greeting visitors with an intuitive, elegant design. The Informous platform utilizes a proprietary Amazon-like recommendation engine, enabling visitors to see, for example, similar products and popular searches. What’s more, content can be viewed immediately without the need for time-consuming downloads and registrations.

“Informous was conceived and built to make it easy for companies to increase visibility of their products in a visually compelling, buyer-friendly environment,” said Informous CEO Len Ostroff. “Most product searches begin on the Internet, but general search engines produce an overwhelming, and not always accurate, number of results. Informous enables companies in specific industries to reach buyers during the critical research phase, leading to more qualified leads.”

Many of the packaging industry’s leading companies have chosen to include their product spec sheets, demonstration videos, catalogs, and more to the site, including [All-Fill](#), [Alloyd Brands/Tegant](#), [Mettler-Toledo](#), and [Oystar](#).

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, who benefit from more efficient and useful searches.”

Informous launched in the packaging industry and plans to roll out to new industries over the next six to twelve months.

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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, visit www.informous.com.

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