

## BENEFITS OF BLOG POSTS

- 1 What is the value of blogs?  
71% of B2B buyers consume blog content during their buyers journey (1), blog posts **create valuable and informative engagements** between you and your customers.
- 2 You establish AE as a **thought leader** when you share content, and you build relationships with your prospects and customers.
- 3 Blogs are conversation starters. Sharing a blog through social media or sending through an email can help you **generate 67% more leads**. (2)

### TYPICAL APPLICATIONS

- RF / Microwave ablation
- MRI patient monitoring
- Electrosurgery
- CT Imaging
- Plasma Power
- Research and Development
- Medical robotics
- and many more

## EXAMPLE BLOG POST FROM AE WEBSITE



Advanced Energy publishes blog posts on a regular basis, please feel free to use our content to share it amongst your customers or to use it for your own blog posts.

Add Advanced Energy as author or source.

[Go to AE Blog Overview](#)

## EXAMPLE EMAIL

Hello Bob,

Did you know that recently the US Food and Drug Administration (FDA) transitioned to the new IEC 60601-1 Edition 3.2 medical device standard.

Our blog post will cover:

- Key Changes in IEC 60601-1 edition 3.2
- What do the changes mean for device power supplies?
- What about other markets?
- Next steps to consider

Read more on our blog or contact us for more information.

Regards,  
Peter

### Additional information for the email:

- Link to product pages
- Link to AE Blog for details
- Attached product data sheet or white paper
- Do a follow-up call

(1) C2C Power Panels To Focus on Specific Stages on The Buying Cycle by DemandGen

(2) A Guide to Marketing Genius by DemandMetric