



RAIL INDUSTRY
CONNECT

Overview
Connecting people

2024/25

What is Rail Industry Connect?

Founded by Dan Clark, the Operations Director that managed the building, development and growth of well-known brands such as Rail Business Daily, FM Business Daily, and Project Management Global, Rail Industry Connect focuses on high quality content and connecting businesses of all sizes through an all-inclusive platform.

Our aim is to help businesses win work and grow, and influence their positive progression within the rail industry by creating connections, including the promotional activity to support that.

This is through a mix of direct marketing straight to decision-making people and a useful weekly resource email, containing key work winning information to support business growth.



In a nutshell...

What Rail Industry Connect does to help you.

- **An optimised website** – acting as a central aggregated hub of resource and information about the industry, businesses working in the industry, key events, and work-winning opportunities.
- **A blooming relationship** – our success derives from the success gained from your objectives. We don't want to sell advertising space, we want to work strategically to help you grow – that's why this is a relationship and not a transaction.
- **A huge audience** – we can directly target people that matter to the growth of your business. With 400,000 people in a wider database, we can segment and create specific database tailored to your needs. Combine this with 120,000 receiving an email from us on a weekly basis and Rail Industry Connect has one of the strongest abilities to effectively target the rail industry with key compelling content from you.
- **An extensive industry knowledge** – we know the wants and needs of the industry and how best to speak to them – honed over years of experience supporting rail companies to win work in many various disciplines.
- **A new way of engaging** – by using a mix of video, audio and written content, we are able to engage and compel the industry in the best way for the requirements of our partners.



How we do it.

Rail Industry Connect is a platform tailored to help rail businesses win work by connecting them with the wider industry, and most importantly, their key business targets. For you, this means that we can target key companies you want to speak to, through effective audience segmentation.

We believe that no other platform in the industry offers both a specific and direct way of approaching business targets to such a scale – Rail Industry Connect has more than 400,000 rail contacts available to contact via this useful system.

How can you connect with others via Rail Industry Connect?

Businesses can connect with the wider industry using Rail Industry Connect in three ways:



Direct Marketing – Segmented data directly to the right people a company is targeting – through solus emails acting as an advance guard for business development efforts.

RAIL INDUSTRY CONNECT DATABASE OF 400,000



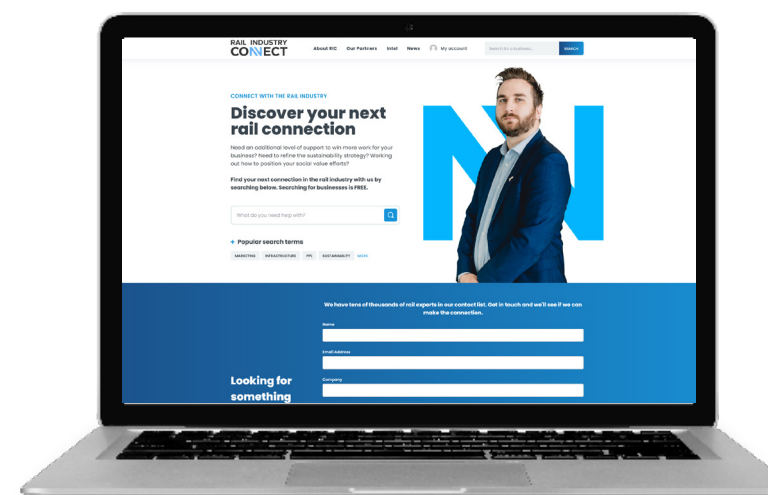
Thought Leadership Marketing – Rail Industry Connect carefully curates its resources and distributes this to a subscriber list of 120,000 rail industry professionals on a weekly basis. Partners working with Rail Industry Connect can use these channels to support direct marketing outcomes with more generic marketing to saturate its message in front of people who matter to them.

RAIL INDUSTRY CONNECT SUBSCRIBER BASE OF 120,000



Resource Repository – Many targets will regulate its supply chain by using procurement measures. Rail Industry Connect will help businesses both prepare and work towards this with a resource repository of industry news updates, important documents, events, and courses, which will help teams to conduct business better and win more work by connecting them with key information in one central repository.

RAIL INDUSTRY CONNECT DATABASE AVAILABLE TO ALL PARTNERS



HOW DOES IT WORK?

To take advantage of this, businesses sign up as Rail Industry Connect partners. This gives them access to:

- A profile on the Rail Industry Connect website – to raise awareness about your business to the wider industry.
- A series of services paid monthly – to support both direct marketing and general marketing through the Rail Industry Connect email. Rail Industry Connect will work with you to identify your key targets.
- A resource repository – updated throughout the year with important documents to help them optimise their business for procurement and tendering purposes.

WHAT WILL RAIL INDUSTRY CONNECT DO?

Rail Industry Connect will:

- Work with organisations to distribute key messaging emails on a business' behalf based on the people the company wants to contact.
- Send out a weekly resource email with key news and information pertaining to work winning opportunities. Rail Industry Connect will publish partner news, but other news elsewhere will be specifically related to work winning and business growth.
- Recommend its partners to others looking for specific services. We will have partners who we will recommend to work with you. As the network grows, so does the opportunities.

Start connecting today. Speak to us.

☎ 07507 712268

✉ dan.clark@railindustryconnect.co.uk

🌐 railindustryconnect.co.uk

📍 Princes House, Wright Street, Hull