

When is a lead, a lead?

An essential guide for
B2B Marketing and Sales Leaders

theamigosnetwork



CONTENT

- **1** **When is a Lead a Lead?**
What great MQLs and SQLs should look like!
- **2** **A brand building VS lead generation** – is there a difference?
- **3** **Data** – more valuable than oil
- **4** **Content, content, content** – from a buyers' perspective
- **5** **How does your budget perform?** – are you making the most of it?
- **6** **The role of MarTech** – whether you're a "have" or "have not"
- **7** **Sales follow up** – this is where the fight starts!
- **8** **Market Activation™** – perfect leads
- **9** **Lower cost** per lead
- **10** **Summary**
- **APPENDIX 1:**
What could Market Activation™ look like for you?

As sales and marketing professionals,

we spend hours contemplating the need to drive more revenue and get the best value from engagement with audiences.

Whether we like it or not, the world has changed. Previously tried and tested methods have had a right old shake up and require a **different perspective.**

Whether we use our own in-house resources, a partner sales channel or choose to outsource, the interpretation of what a “lead” looks like differs from organisation to organisation.

But should this be the case?

Our Whitepaper lifts the lid on the often unspoken **truths around the one topic vendors, distributors and channel partners all have in common.**

Sales Leads.

If you think the majority of your **bubbles burst too soon**, here's some practical things to think about.



In the B2B sector, the lead remains the most influential measure of marketing performance. The characteristics of a lead can be very different and open to interpretation depending on your business and where you sit in the team.

Let's start with the fundamentals. Gartner categorise a **marketing-qualified lead (MQL)** as 'a potential customer that has been reviewed by the marketing team and satisfies the criteria necessary to be passed along to the sales team.'

Gartner also state that a **sales-qualified lead (SQL)** 'is a prospective customer who has moved through the sales pipeline.'

What Gartner don't tell us is who determines whether that lead meets the necessary criteria and if it's really sales-ready. Marketing inevitably stand behind their MQL and Sales reserve judgement until they've made their first contact. Experience tells us that 'Sales Ready' is open to interpretation!

The perfect lead – is there such a thing?

Our Whitepaper sets out the challenges marketing and sales teams face in delivering 'perfect' leads back to the business, at what cost, and **what can be done to limit imperfection.**





1 When is a lead, a lead?

Marketers should be able to stand firmly behind an MQL and demonstrate **it's ready for sales engagement**. Yet there are extremes here. In some businesses, an MQL is a 'click' or 'series of clicks' from an email or website landing page. For others, it's a result of long-term investment in tracked engagement monitored through automation platforms.

Even those businesses who invest in marketing technology (MarTech) struggle if they rely on channel partners to drive demand. Who may not have sophisticated MarTech to track and measure engagement.



1.1 Lead warfare

The quality of leads passed to sales from marketing is one of the biggest reasons for dispute between teams and is often the driver of budget silos and disjointed reporting.

Lack of confidence in leads received creates frustration, poor follow-up and a desire to go it alone.

Poorly perceived leads drive sales teams to introduce initiatives that aren't part of a logical, structured engagement programme, in favour of short-term 'quick and dirty' tactical activity.

It may seem an obvious thing to fix, but getting marketing and sales processes working in harmony is just the first hurdle many businesses face.

A good lead is delivered when the criteria for each step is agreed and communicated to all stakeholders, **and relevant measurement is in place at each stage** - 'Sales Accepted' usually needs to be replaced with 'Sales Ready' and should only be determined as a result of forensic scrutiny throughout the marketing process.

As you can imagine, this problem is heightened when funding channel partners to create leads on your behalf.



1.2 Technology's role in defining a good lead

Unsurprisingly, the MarTech industry grew by **13.6%** in 2021 and there are now more than **8,000** tools available on the market to **make delivery of Sales Ready Leads easier and more profitable.**

This, combined with **good data**, a robust **content** marketing programme and the right mix of **content distribution channels** are key areas that impact the quality of a lead.



1.3 Vanity MQLs

Without the right MarTech in place, it's difficult to even tell if your emails are opened by real people. Businesses deploy sophisticated cyber security tools to open and click links to check them for malware. **This is a massive problem to marketers who believe their campaigns are performing well, but in fact, are receiving a fraction of the views reported.** If clicks aren't measured in relation to other activity to ensure their validity they are merely vanity MQLs.



1.4 The good news, and the bad news

The great news is everything is available out there to track and monitor engagement at a forensic level. Providing it's all joined up, it offers detailed information which can be used as indication markers for high-intent leads.

The not-so-great news is that not every business has the right skills or necessary budget to take advantage of it.



1.5 Modern-day basic MQL criteria

Whether you're a large or small company, it's vital that **every penny spent driving revenue pipeline counts.**

Think also, if you're a vendor with sophisticated systems in place and are funding your partner sales channel to drive demand for you, **how equipped are they?**

Even if you're providing the content, you lack visibility of the onward journey.

Here's a table that we think defines the minimum checks MQLs should go through before being passed to Sales.



A 'Sales Ready Lead' is a marketing qualified lead (MQL) that has achieved the following:

Engagement:



Exceeded a specific lead score threshold created from multiple channels

Interest



Demonstrated interest in specific areas and topics

Intent



Shows particular intent attributes

Timing



Is currently engaged

There are a number of ways it's possible to measure **when a lead becomes Sales Ready**. Here's the main ones for you to look out for:

Deliverability check	Checks the quality and deliverability of an email record to determine how many emails can be delivered - your total addressable audience
Email check	Determines the recipient email platform features, which will influence how your email is treated once delivered
Opens	Are only interesting if they continue to engage in other ways we don't include otherwise
Machine opened	Analyses opened emails to spot machine opening
BOT opened	Checks engagement characteristics to identify BOTs
Behavioural check	Identifies human interaction which is all you're interested in
Progressive profiling	Encourage visitors to respond to assumptive sales qualification questions with compelling content
Lead progression	If they show interest in a topic send them more that's related and see it through
Click's	1 st stage of the engagement: process
Visits	Measures click through to website or landng page (destination site)
Page Views	Visitor activity at destination, what they looked at where they went
Dwell	Checks how long they spend onsite/on pages
Download	Records the download of assets, which is a high engagement
Request for Information	The point where sales should engage, this is a clear indication of intent
Lead Funnet Attribution	Evaluation of all attributes, from every stage and across all channels avoids MQL vanity
Negative Scores	Finally, don't be afraid to downgrade scores if necessary



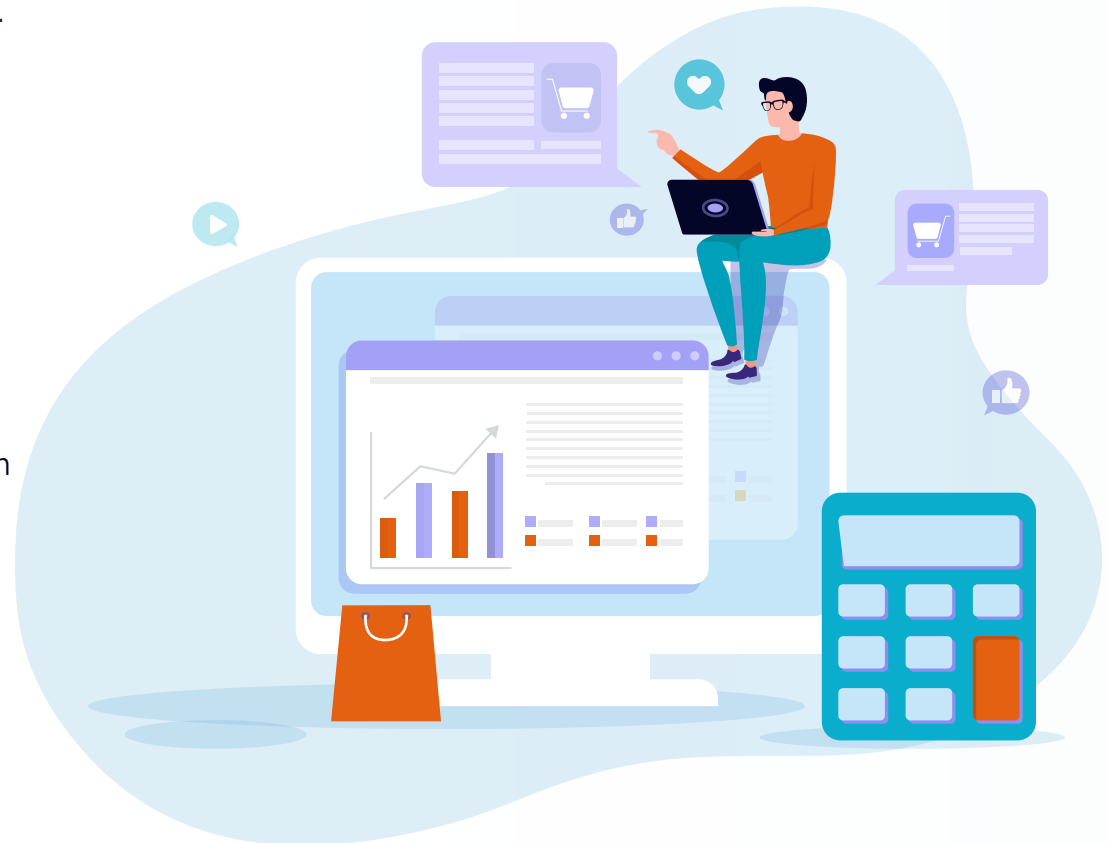
1.5 Marketing skills gaps and the need for specialists

A modern marketer's need to blend traditional and digital skills has meant training and retaining staff has never been more important.

An observation is that with all the technology available, **it's unrealistic to think internal teams can keep pace.** Businesses are also finding it increasingly difficult to recruit specialists in this area.

In the last **12-18** months there's been a **rising trend toward outsourcing aspects of campaign delivery.** This is as a result of the need for sophisticated MarTech stacks to deliver forensic reporting processes and increase in content volumes needed.

There has always been a demand for content but this now requires a whole new level of sophistication and managed delivery based on prior engagement and intent markers.





2 Brand Building VS Lead Generation

Brand awareness is a necessary component of effective lead generation. Content created for lead generation can also reinforce the audience's awareness of a brand.

There are times when focus may need to be more on one than the other, **but great leads are delivered when they work in harmony.**



2.1 Complexity and cost of purchase impacts results

The level of complexity and cost of a purchase decision **has a huge bearing on how quickly** a lead will move through the marketing qualification and ultimately, the sales process.

If your product or service is a 'first' or 'niche' it's unlikely the cost has even been budgeted for, so going in for the sales kill before moving it adequately through the engagement funnel is going to turn **more buyers off than on.**

In this case, blended brand building and demand creation is especially necessary.



2.2 Don't prioritise one over the other

Research shows that the most effective lead generation practices use a **combination of brand awareness and lead generation campaigns**, delivered to an engaged community of buyers and forensically tracked to deliver high-intent MQLs

The approach helps to generate a brand 'buzz' and create leads at the same time, which delivers a branding campaign everyone can support with leads and conversions included.

We call this **Market Activation™**, a combination of **great content** and **multiple distribution channels** over an **intense sprint** as part of a **continual engagement.**



3 Data – More valuable than oil

It never ceases to astonish us how often client prospect data is so poor - **there are many reasons to keep data clean and up to date, not least to comply with GDPR.**

Even customer data can be appallingly out of date, which makes doing cross-sell/upsell and referral activity, let alone good account management, virtually impossible.

We get it. It's a pain to maintain data, but it needs to be someone's responsibility to ensure it's in a ready state for campaigning, not a last-minute after-thought when data is needed for a particular campaign.

Having the correct data plugged into the correct MarTech makes analysing campaign engagement a walk in the park.

And great data **reduces the cost per lead.**

Dull as it can be, **data is the lifeblood of a business** and, reportedly, now more valuable than oil!





4 Content, content, content



4.1 A buyer's perspective - it's not all about you!



There is a prolific amount of content out there. **The world is full of it and it's consumed far more readily than ever before.**

You'd think it'd be easy – **create some content assets and they'll come!**

No matter how wonderful your product or service is, or even if you have the strongest brand in the market, **a buyer most likely doesn't care at their first, or even successive, points of contact with you.**

All they care about is relevance, how quickly you get to the point of solving a specific problem they have and, ultimately, being able to back it up with a product or service that resolves it for them.

The best campaign content is designed as a series of "episodes" that the audience consumes at its own pace. Scoring interactions throughout this process allows you to **track levels of individual intent and interest**. This makes sales follow-up more informed and offers higher conversion ratios than if a more disparate approach is taken.

62% of IT buyers spend 3-9 months researching a new technology before committing to a decision*

3% of IT buyers spend longer than 18 months researching a new technology before committing to a decision*

70% of IT buyers have already shortlisted solution providers before they have a conversation*

*Source: Inbox Insight



The truth is a prospect needs to “engage” at least **18 times** before they’d be ready to have a conversation. It’s also reported that by the time you have **an actual conversation** with someone, more than **70%** have already shortlisted solution providers.

In our modern world, this means it’s even more important to have your data, content, activity, delivery channels, and MarTech strategies in complete alignment. Only then will you be maximising every element of the process to produce an informed lead to pass across to the sales team.



4.2 Be a friend, not a foghorn

As previously mentioned, there is so much content floating about yours needs to shine even more brightly.

Wasting time with the meaningless corporate mantra – market leading this, cost-saving that, flexible the other – is a missed opportunity. Far better to be informative, addressing common problems that your product or service fixes and how they go about putting it to action. **Be human.**

The key is giving them something of value that tells your story.

Moving away from inwardly focused content that tries to promote and sell directly to audiences,

in favour of well-timed and appropriately delivered information is key here. Content delivered via social channels is meant to engage and encourage interaction, yet it more often dictates by using language such as “read this”, “sign up for that”.



4.3 Choosing the right channels

Getting the right mix of channels and using them at the right time is also key. For example, content syndication is a great way to gain basic information as it early interest in a topic and are low-intent markers. However, jumping from this straight to telemarketing outreach isn’t going to give you the best return. We’re not saying there will be no return, the investment will just not be recognised as well as when **work is done to enrich the lead.**



4.4 Driving intent through content

There's a relatively new type of lead classification we should also consider. **Businesses are increasingly investing in Intent-Based marketing**, which allows them to make more effective marketing and campaigning decisions based on the behaviour of a prospect with in target company.

But, be warned. **Intent data is no more than raw intelligence** if not used as part of a broader strategy that includes outbound marketing.

Used properly, this intent data can turn an average marketing lead into a high-quality intent lead, ready for direct sales follow-up.





5 How does your budget perform?

With live events, trade shows and face-to-face meetings back on the agenda, **this is a good time to review the relative benefits of all the marketing tools at your disposal for delivering leads.**

Our findings are based on various research sources and do bear in mind, that any 'lead' produced using any of these methods requires additional nurturing to bring it up to traditional MQL and SQL standards - **doing anything in isolation no longer cuts it.**

We thought it'd be an interesting exercise to look at typical spending in each area for comparison purposes.

Averages look pretty compelling, but given a multi-channel approach delivers the best leads, one channel is only going to deliver a limited view of intent.

Costs start to mount when they're used in combination. it's all about working out which are **going to perform best to meet goals.**



5.1 How do different content delivery channels perform?

Where should you focus when spending your sales and marketing budgets? We've taken a look at the most popular channels used for lead generation and assessed the average cost per lead.



Channel		Low	High	Average
SEO	One of the cheapest and most popular online marketing channels, there's a continuing debate about lead quality and true ROI	£14	£47	£31
Email marketing	GDPR brought a lot of insecurity to email marketing and many marketers are still feeling their way around, but it remains one of the most used channels	£33	£72	£53
Social Ads	This has become a mainstream channel for B2C, but still has a way to go in B2B. A big draw is you can measure results more effectively and in real-time, paying only where there is audience engagement	£34	£82	£58
LinkedIn Ads	We've kept LinkedIn separate from other social channels, as it's more B2B focused. In our experience, it's great for awareness, but less likely to convert audiences without additional marketing	£51	£99	£75
Display Ads	Again, quite broad and complex, display advertising targets larger audiences and, in our view, favours brand awareness over lead generation	£43	£82	£63
Webinars	So popular in lockdown, were all those webinars we sat through value for money? Not so much as you might have thought, it seems. There's usually a 50-80% drop out rate	£60	£98	£72
Content marketing	This channel offers marketers a broad scope if communication is well considered and engaging. Otherwise, scroll through and move on.	£43	£140	£92
PPC	If you think you're not getting the most from SEO, you'll most likely boost results with more investment. The cost can sky-rocket depending on your search terms.	£38	£181	£110
PR/Earned	PR and content marketing have tended to merge somewhat, but should we refocus on what PR is all about?	£108	£480	£294
In person events and trade shows	The opportunity to get face-time with real people and easier than getting hold of them on the phone. According to our research, they're not cheap, delivering the most expensive leads of all channels researched. This is because the "warmest" conversations are followed up, the remainder get added to a contact list and included in generic campaigns, rather than being built into a post-event sequence of activity. Given the holy grail is getting to speak to prospects this has to be the most under-performing method	£180	£1442	£811
Telemarketing	It's a big ask – pure cold calling – made even more difficult now prospects are working from home. It's not cost-effective to get a message across request a meeting in a couple of conversations. Yes, we know telemarketers are very skilled at what they do, but give them a hand by giving them high intent leads to convert rather than cold-call.,	£200	£600	£400
LinkedIn connections	A popular choice, but is becoming another form of spamming. If sales teams don't do this themselves, you can pay agencies to do it for you. Beware LI's algorithm limits – they'll suspend your account!!	£100	£200	£150



online market intelligence hub states in its **2020 survey** of **Fortune 1000 global brands**

Which channels produce **the largest sources of B2B engagement**

- **54%** Social
- **44%** Content Marketing
- **40%** Email



Which channels do you anticipate will produce the **largest sources of B2B conversions**

- **49%** Social
- **39%** Email
- **37%** Content Marketing



Which Channels produced **B2B leads with the highest ROI**

- **50%** Social
- **43%** Search – Optimisation & Marketing
- **34%** Content Marketing





6 The role of MarTech – the “have” and “have-nots”



Without MarTech, creating and tracking leads to perfection is nigh on impossible. Using valuable marketing headcount number crunching off spreadsheets, reporting on clicks and opens with limited CRM tools and Google Analytics, will drive them very quickly into the arms of a new employer!

How do you properly judge the performance of marketing and sales teams without it?

On the other hand, how do afford the licenses for multi-stack software, the development staff to string it all together and skill up the marketing team to make sense of it all?

As with many things in life the trend is towards “as-a-service” – monthly fees rather than a big upfront investment is on the up. **This approach takes care of ongoing recruitment, training and retention of the highly skilled staff needed to maintain it.**



7 Sales follow-up

And this is how the fight started! As a marketer you need to back MQLs up with factual evidence that what you're passing across is indeed, Sales Ready. Then you'll have the answers to common sales knock backs

I called, but no-one answered

It keeps going to voicemail

They're working from home

Switchboard won't put me through

They don't remember seeing ...

They left 6 months ago



8 Market Activation™

learning from what we know works

And here it is . . . our sales pitch!

Market Activation™ offers everything needed for modern demand creation.

It's available as a plug-and-play, fully managed service, **delivering everything needed to produce high intent-based leads for a fixed monthly fee.**

It's as valuable for B2B organisations **that sell direct as those with a sales channel.**

The fee happens to be a fraction of the price of doing everything in-house, or using external contractors for individual elements of the service.

We do this in a number of ways.



8.1 Through Communities

We already have two established communities delivering content to over 60,000+ (and rising) engaged IT and Security professionals in multiple sectors who regularly interact with our content.

They come **from enterprises and SMBs alike**, because they know they can research technologies or find views and opinions on topics that are relatable to them and their job roles in a neutral environment.



No pushy, cold calls are needed – **you know when the time is right** to engage because the intent information provided informs you!

Find our communities here:

www.myredfort.com

www.thecloudcommunity.net

You will see examples of how vendors **amplify results via their partner channels** and how individual businesses **create strong demand** for their sales teams.

So please ask us for a live demonstration!



8.2 Content and Scored

Engagement

We send them all manner of content types, using a multi-channel approach to distribution. The individuals in the communities choose what they want to see and how often they like to digest it. We analyse the engagement and make sure they're presented with more of what they're interested in.

They accumulate a score for every interaction – clicks, downloads, dwell times on pages, social, LinkedIn connections, sign-ups, and so on.



8.3 Brand Amplification

Our approach to content delivery offers brand amplification as well as sales leads. This is particularly important if you're a vendor with a sales channel as it offers the opportunity to deliver co-branded content to a wide audience whilst allowing complete visibility and transparency throughout the entire process.

We integrate a multi-channel approach to our outreach to deliver brand amplification alongside sales leads.





8.4 Intent-Based Leads to your inbox

Our leads are graded **low, mid and high intent**. It indicates where the individual is in his engagement journey and offers the sales team **intelligence** before they pick up the phone.

The leads are delivered by push notification and live in our sales portal which allows sales teams to update individual records with the stage of follow-up.

Only when they are 'sales accepted' are they pushed across to external CRM systems. We integrate with the majority of CRMs.



8.5 Sales follow-up

When it comes to sales there are many routes to take – employing teams in-house, outsourcing functions such as ISR/SDR or getting channel partners to follow up.

What we do know is **more leads are wasted** when sales perceive leads "aren't leads" as they're not motivated to follow them up.

It's also a fact that if you're employing highly skilled (and paid) account managers, it's probably not the best use of their time spending days on **cold-calling**.

It isn't uncommon these days to hear about companies stating **60-80%** of their leads are sourced from marketing. The question then is about quality as it's much more efficient to have sales do what they do best: **selling, not cold-calling**.



8.6 Funding channel partners

If you're a vendor funding activity via your partner channel, it's difficult to have visibility of exactly what's going on at any given time.

Even if you're lucky enough to have channel partners that diligently promote your products, do they have the necessary MarTech to support true lead creation and progression?

Do you have visibility of those buyer journeys that you've funded throughout their lifecycle?

Rarely do funding and performance/orders happen in the same quarter, making it **difficult to truly acknowledge best-performing partners and ROI**.

Market Activation™ gives you the option to change the way you allocate funding and get better performance from your MDF.



8.7 Cost neutral marketing

There are a range of models which make our service cost neutral or even marketing revenue generating. **Please ask us about this!**



9 Lower cost per lead – How do we do it?

Our cost per lead is much lower than industry averages because **we offer a continual, multi-channel approach** and our clients benefit from economies of scale for significant purchases such as data, content production and MarTech licenses, which can all be included in a **single monthly fee**.

Before we commit to guaranteed lead levels, we undertake a full strategic review **to understand your business, sales cycles, conversion ratios and average deal sizes**.

As a result of this, on average a Market Activation™ high-intent lead, **is less than £40 each**.



10 Summary

In a nutshell, there **is** such a thing as the perfect lead, but it takes a great deal of effort and perseverance. Not least, **the right skills and the right content at the right time are delivered in multiple different ways.**

We would go as far as saying that, in this digital age, doing any activity in isolation and not hooked into supporting MarTech is a poor use of marketing and sales budgets.

Only by taking an all-encompassing approach can there be any certainty and, from an agency/outsourcer point of view, **the ability to offer guaranteed results and a set of KPIs.**

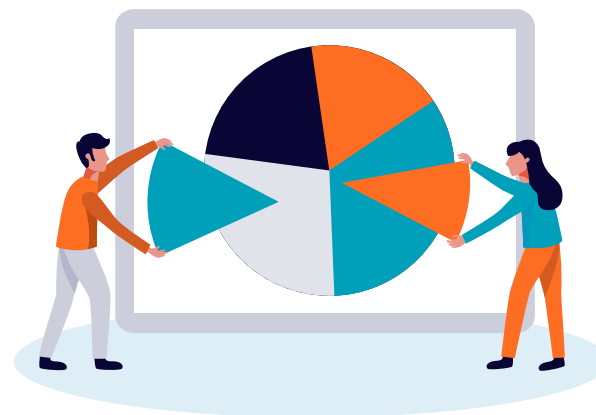
Don't just take our word for it

If you have any questions at all relating to anything in this document, just pick up the phone. We'll be happy to discuss how **Market Activation™ could work for you directly**, or supporting your indirect sales channel. We'd be happy to offer a demonstration of our lead portal where your leads are delivered and managed.

We also have a number of **reference customers** who will be happy to share their experiences of working with us.

Of course, components of our service are available elsewhere, but we're pretty sure **our fully-managed service as a whole, is unique.**

Alternatively, tell us if you think it's utter nonsense! We're always up for a lively debate as we're passionate about what we do!





About theamigosnetwork

Our Amigos, have complementary specialisms to orchestrate higher-performing leads for our customers. Our small, but very focused team includes copywriters, designers, animators, digital marketing specialists, data analysts and event organisers.

Having worked together, but from within our individual businesses over a number of years, **in 2018 we had a lightbulb moment** when we realised each of our specialisms, when combined, are an extremely powerful mix.

We help our clients' **budgets perform better** and **build revenue pipeline faster** than they otherwise could.

It's relatively new – The Amigos Network was formed in **2019** and **flourished during the pandemic**. We've listened to our customers and work extremely hard to deliver flexible services and Sales Ready leads to suit a range of budgets.



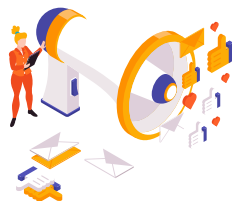
Max Sherwood - Director

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Shelley Hirst - Director

Shelley offers businesses access to experienced, professional marketing resource providing them with ideas, messaging, content, and operational marketing support.

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Steven Grosvenor - Director

Steven is a specialist in marketing technology, providing the specification, build, integration and automation required for modern marketing delivery systems and analytics.

www.theamigosnetwork.com



APPENDIX 1

What Market Activation™ might look like for you

We originally set out to build our service to be a “one-size-fits-all”, but having worked with vendors, distributors and channel partners of all shapes and sizes, we have evolved and are continually adapting **to the specific needs of our customers.**

Here are some examples of the benefits for different businesses.

Business Type	Have Marketing (including outsourcing)	Don't Have Marketing
<p>B2B Vendor or VAR/MSP</p> <p>Utilise our community</p>	<ul style="list-style-type: none"> • Strategic review to inform KPIs • Guaranteed lead volumes • Use your data and enrich with ours • Full data management • Use your content and amplify it through multi-channels and consideration flows • Exposure to 60K+ engaged IT & Security buyers (and growing) • All leads are tracked and monitored in our systems and passed to your CRM when ready • Full transparency, analytics, and reporting via a dedicated portal • Regular reviews against the target • Optional ISR service • Lower average cost per lead • Funding models which can make the service cost neutral • Complement your existing team 	<ul style="list-style-type: none"> • Strategic review to inform KPIs • Guaranteed lead volumes • Use our data • Full data management • We produce content and amplify it through multi-channels and consideration flows • Exposure to 60K+ engaged IT&Security buyers (and growing) • All leads are tracked and monitored in our systems and passed to your CRM when ready • Full transparency, analytics, and reporting via a dedicated portal • Regular reviews against the target • Optional ISR service • Lower average cost per lead • Funding models which can make the service cost neutral • We will be your demand creation team



Business Type

Have Marketing (including outsourcing)

Don't Have Marketing

B2B
Vendor
with
channel

Utilise our
community

- Strategic review to inform KPIs
- Guaranteed lead volumes
- Use your data and enrich with ours
- Full data management
- Use partners' data and enrich with ours
- Use your content and co-brand for partners
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- We will be your demand creation team

B2B
Distribution

Utilise our
community

- Any/all of the above.
- Deliver value back to vendors and partners with community-led, end-user leads.
- Use vendor and partner content, or a content creation package from us
- Extended tools such as "find a reseller"
- Cost neutral
- Marketing Revenue generating

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- Use vendor and partner content, or a content creation package from us
- Extended tools such as "find a reseller"
- Cost neutral
- Marketing Revenue generating

B2B
Build your
own
community

Everything you need as a managed service built specifically around your brand

All the above!

Everything you need as a managed service built specifically around your brand

All the above!

B2C Coming soon!