



2024 CO-MARKETING CAMPAIGN COOKBOOK

Entice your audience with innovative new campaign concepts that will fill your pipeline with fresh, well-engaged leads using the recipes in this cookbook.

When you're ready to start cooking up some awesomeness, reach out to the Connections team at BeTechly to explore ways that we can help you launch and manage your campaign(s) today.

According to the **37** business partner executives polled during our January 2024 Co-Marketing webinar, "lack of new ideas" and "lack of staff" are the top two reasons that they are not consistently using their co-marketing funds provided by vendors. BeTechly collaborated with the agency experts at Change3 to address this need and provide you with everything needed to prepare and budget for a variety of campaigns to fuel your business growth in 2024.

RECIPES FOR SUCCESS:

Recipe 1

SALES QUALIFY YOUR MQL DATA WITH SCHEDULED APPTS AND MORE INSIGHT

DESCRIPTION: If you've been running successful campaigns and have a ton of conversion data from people that downloaded free content or resources, but your sales team is complaining that it's not well vetted – then work with an experienced team of analysts and agents to dig into this data, verify the contact details and, more importantly, vet them further. For prospects that have needs or interest, the team can set-up appts for your sellers to further cultivate.



INGREDIENTS:

- Your MQL list that you want to be engaged via phone, LinkedIn and/or email
- Work with our team to define up to 4 pre-qualifying questions, which we'll present to them like a survey
- Agree with our team on the "enticement" we'll offer to contacts to give them one more reason to set-up a time to speak with your sellers, e.g. e-gift card, bottle of wine, etc.
- Determine your level of customization and branding for the outreach (we recommend using BeTechly to save you money)



RECOMMENDED BUDGET:

Starts at \$500/set-up plus agent hours and campaign management fees.

Recipe 2

PROGRESS YOUR PIPELINE BY SENDING A TREAT TO YOUR WARM LEADS

DESCRIPTION: When you have at least a dozen warm leads that you're progressing and are looking for an interesting way to engage them, try sending them a nice little treat in the mail. This activity will mean they get engaged to confirm their address, as well as get something sweet to spark new conversations.

INGREDIENTS:

- A list of up to 144 warm prospects that you've previously engaged, preferably in the last 90 days. MQL or SQL welcome, including ghosted leads.
- A 3-touch email sequence saying they have a welcome treat and need to confirm their address. Change3 will work with you to create these simple communications to send out OR if you need it, the BeTechly team can use our branded systems to send them out for you.
- A landing page where users can provide their mailing address, confirm their details and a couple of questions about their priorities for 1Q. The Change3 team can design and build this for you, or you can use BeTechly's engine to do it very cost effectively.
- An approved script for your inside sales (or live agent) to reach out to amplify the email, which we can help you write.
- Up to 50 custom logo gifts. Change3 recommends a handmade royal iced cookie with your logo and has a small baker in the US that they work with to make these cookies for \$4.50 each. It costs another \$7.50 each for shipping and handling. Another idea is a bottle of wine or similar delight.
- A personalized letter to go with the cookies, custom printed (\$100)



RECOMMENDED BUDGET:

Depends on the gift. For expert help from Change3, around \$750 - \$2000 to help you get things set up, plus the cost of the gifts.



Recipe 3

AMPLIFY YOUR TRADESHOW PARTICIPATION TO GAIN MORE VISIBILITY

DESCRIPTION:

If you're planning to be at a tradeshow, amplify your presence with an email and paid media campaign to target accounts that are likely to be there. This will raise awareness of your activities at the event, increasing results and the yield of each dollar invested.

INGREDIENTS:

- Details about your company's participation in an up-coming tradeshow that will be promoted this quarter
- The Change3 WebInsights tracking pixel installed on your website
- A blog, event post or campaign landing page on your website showcasing your participation at this upcoming event, as well as a way for them to reserve time to speak with you, or otherwise convert.
- Integrate form complete widget on your page to increase form fills, while enriching and verifying the data that comes with each submission.
- Social media posts shouting out the event and your participation, pre and post.
- A paid media budget to promote your event-related posts based on ABM and interest-based targeting related to the event.
- A weekly report of the accounts that visit your event-related pages (as well as your website in general) from the launch of the campaign to 2 weeks after the event is over.



RECOMMENDED BUDGET:

\$5,450 plus your ad budget.

Recipe 4

SPONSOR A BETECHLY EXPERT DISCOVERY WEBINAR FOR LEADS & BRAND BUILDING

DESCRIPTION:

When you have at least a dozen warm leads that you're progressing and are looking for an interesting way to engage them, try sending them a nice little treat in the mail. This activity will mean they get engaged to confirm their address, as well as get something sweet to spark new conversations.



INGREDIENTS:

- A business tech topic with which you want your brand to be associated
- A knowledgeable, chatty member of your team that will be showcased as an expert on this topic
- 30 minutes to be on-boarded with our event host and the process
- 30 minutes for a dry run with the event host and team
- 1 hour for the event
- BeTechly will provide: event deck, including research and ideas, promotion, etc.



RECOMMENDED BUDGET:

Starts at \$2500 for 25 attendees (a mix of tech and business decision-makers). \$150 per lead appt from registrations and attendees. Sponsors get the full attendee list, up to their campaign maximum.

Recipe 5

MEET NEW PROSPECTS VIA BETECHLY VETTED 1-ON-1 LEAD APPOINTMENTS



DESCRIPTION: When your salespeople want to start more conversations with vetted decision-makers and influencers about topics related to your solutions, work with our team to identify prospects that need help with their various technological needs. This activity could include a cameo at a BeTechly event. We'll find the prospects that fit your targeting and have needs related to your solutions, and then make an introduction over a scheduled telephone call or Zoom (depending on the prospects preferences).

INGREDIENTS:

- A business tech topic where you want to start conversations with new vetted, qualified prospects
- Your targeting criteria, including geo
- Open availability of at least one rep to take appointments
- A lead catcher to assign vetted leads, as well as provide feedback and progression updates



**RECOMMENDED
BUDGET:**

Starts at \$850 per completed appointment.

Recipe 6

ABM: SEE WHICH ACCOUNTS ARE VISITING YOUR WEBSITE, THEN ENGAGE KEY CONTACTS

DESCRIPTION: If knowing more about your website visitors is essential, take advantage of the low-cost WebInsights service from Change3 to see at which companies your visitors work. The first report costs as little as \$350, and, once you're armed with this information, work with Change3 to build a list of well-targeted contacts. If you're light on staff, BeTechly Connections can reach out to these contacts on your behalf to learn more about their needs and see who wants to speak with your company.



INGREDIENTS:

- Install the WebInsights pixel on your website (or give Change3 access so they can do it for you)
- Review the first 7 days results with the Change3 team and either select the accounts in which you want to further prospect or wait longer to develop a larger account list
- Work with Change3's data team to build a list of contacts in those accounts that fit your criteria
- And, if you are short on staff, work with our outreach team to craft a phone script, as well as a reason to convert (free trial, demo, go to lunch, etc.), so they can set appts on your behalf



RECOMMENDED
BUDGET:

\$2500+

Recipe 7

BRAND BUILDING USING A SPONSORED SURVEY FROM BETECHLY

DESCRIPTION: A great way to learn more about your target market is simply to do a survey. There are a ton of ways to gather information using surveys and BeTechly has a ton of experience doing this. We'd be delighted to conduct a sponsored survey on your behalf, so long as the topic is about business technology. If you've got something a bit more exotic, we can give you ideas on how to conduct that type of research and might even be able to help you do it. When you sponsor a survey, potential customers get to see your brand, as well as often will see it again when they get a reward for completing the survey (that can have your logo on it too).

INGREDIENTS:

- A business tech topic where you want to establish thought-leadership and brand awareness
- Your targeting criteria, including geo, as well as a list of target accounts (we can help you create the list)
- Your hi-def logo
- We'll collaborate with you on a survey, in which your company will be featured as the sponsor.
- Then we'll recruit people within your targeting criteria to complete the survey for a small reward.
- We'll use our BeTechly platform to do this or can, for an additional charge, do the survey completely white-labeled.
- You'll get the brand benefit, the results and all the data.



RECOMMENDED BUDGET:

Starts at \$850 per completed appointment.

Recipe 8

BRAND BUILDING CAMPAIGN WITH ABM & SOCIAL MEDIA



DESCRIPTION: If you love engaging in social media or mobile spaces, this recipe is sure to delight your senses. In this campaign you can build a list of target accounts (and contacts in those accounts) and then use the identity graph capabilities of Change3's to create a custom audience for use in LinkedIn, Facebook, display and/or Google Retargeting ads. This pairs wonderfully with Change3 WebInsights, as well as email campaigns to those same contacts. The team at Change3 can help you set things up, create the content or simply build the audiences and help you connect them to your ad accounts.

INGREDIENTS:

- A business tech topic where you want to establish thought-leadership and brand awareness
- Your targeting criteria, including geo, as well as a list of target accounts (or we can help you create the list)
- Ads and content to be showcased in paid social and paid media platforms (the team at Change3 can also help you with this)



RECOMMENDED BUDGET:

\$1000 is a good place to start and go up from there.

Recipe 9

REIGNITE YOUR COLD PROSPECTS TO PROGRESS THEM FURTHER

DESCRIPTION: If your salespeople have lots of cold leads that they are too busy to progress, this last recipe is for you. Work with our team to come up with a creative reason for those contacts to re-engage, such as (but not limited to) take a survey for a reward, get a bottle of wine (or gift) for scheduling a lunch appointment. Then, prepare a script and communications to get these contacts reignited and ready to book another discussion with your team (or find out why they are not ready to progress)



INGREDIENTS:

- Your cold lead list that you want us to engaged via phone, LinkedIn and/or email
- Work with our team to craft a script
- Define your "enticement" – such as a gift or reward
- Determine your level of customization and branding
- Then we'll recruit people within your targeting criteria to complete the survey for a small reward.
- We'll use our BeTechly platform to do this or can, for an additional charge, do the survey completely white-labeled.
- You'll get the brand benefit, the results and all the data.



RECOMMENDED BUDGET:

Depends on the number of contacts, but \$2500 is a good place to start for about 200 (not including the cost of gifts).



GET ENTICING IDEAS EVERY QUARTER

Keep your campaign fresh and your pipeline growing by engaging with our regular activities for tech solution providers. In partnership with Change3, BeTechly will host quarterly events just for tech providers exploring the following:

- Demand Generation Best Practices and New Ideas
- Insights from our on-going research with thousands of business technology decision-makers (and influencers), quarterly
- Interactive discussions about the latest trends in business technology, which you can take part in and help drive the conversation.

Be sure to look out for our next quarterly event and contact us any time for new ideas on how to build, engage and progress your pipeline.

HAPPY COOKING!