



Company B

Industry: IT consulting company

Location: US

PROBLEM: The client struggled with designing their content campaign and tapping into distribution channels in a way that multiple assets would allow them to touch all decision makers within a company. Even in their smaller prospects (companies with 100-500 employees), the average number of people involved in a decision was 6. The client often would attract and nurture 1 or 2 contacts within the organization, but could not get on board all 5-7 and deals would fall apart. They tried targeting the content to various job roles but their marketing resources were not sufficient for the amount of work this process required.

SOLUTION:

[SocialAgenda Media](#) put on their editorial calendar all 5-7 decision makers within each of the client's top 500 major prospects, and with its [LeadGen Journalism](#)[®] method turned them into **Relationship Leads**[®].

RESULT:

Armed with **Relationship Leads** across the organization and insights into prospects' challenges, the client's sales team was able to facilitate the buying process much faster, shortening sales cycles and reducing account failure rates.

WHAT THEY SAY:

“LeadGen Journalism is such a simple concept, but we didn't know about it until we saw SocialAgenda Media's team presenting it to a group of tech CMOs. Implementing it served us in many ways. After testing it on our accounts we eliminated half of our other inbound programs. Also now our sales team doesn't need to cold call, which as you know, guys just hate doing. Our overall marketing strategy became much simpler, easier to execute and manage, yet our ROI

Get in touch: sales@SocialAgendaMedia.com

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