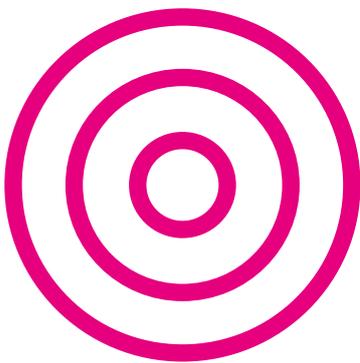


# Partner Demand Generation

 Fact Sheet



Demand generation is marketing activity focused on delivering Leads to fill the sales pipeline. This can be from telemarketing, digital marketing or event support

Whatever the type of activity, the key to success is the ability to understand the technology on offer, know how to deliver the proposition and skills in securing interest for further engagement. By working with our selected demand generation supplier, IRSMarketing, you can have confidence in their knowledge as they have been fully trained by us and provide a professional approach. By working with us to deliver a joint demand generation campaign you will benefit from an already trained and skilled team, familiar with your offering and fully supported by ourselves. Through a well structured process you will receive high level results, meeting your specific requirements, ready for your sales team to progress through to real business.

## The services

We work with IRSMarketing because they are able to deliver a full range of demand generation services with a particular focus on:

- **Lead Generation:** taking our or a joint proposition directly to your prospects to deliver face-to-face sales meetings, conference calls or webex demonstrations.
- **Lead Nurturing:** a long-term approach to keep prospects warm until they are ready to do business with you.
- **Account Profiling:** improve account intelligence by ensuring you have the correct information on a target organisation, new opportunities are also

often uncovered through this activity.

- **Event Management:** a start to finish solution - booking venues and speakers, recruiting the right delegates to ensure high attendance levels and post-event follow-up to identify new opportunities and gather event feedback.
- **Digital Demand Generation:** implementation of email marketing, landing pages and social media to support telemarketing demand generation or as part of a communications programme.
- **Database Enhancement & Sourcing:** you need to audit data quality, cleanse and source as necessary prior to a campaign as good data is the foundation to a good campaign.

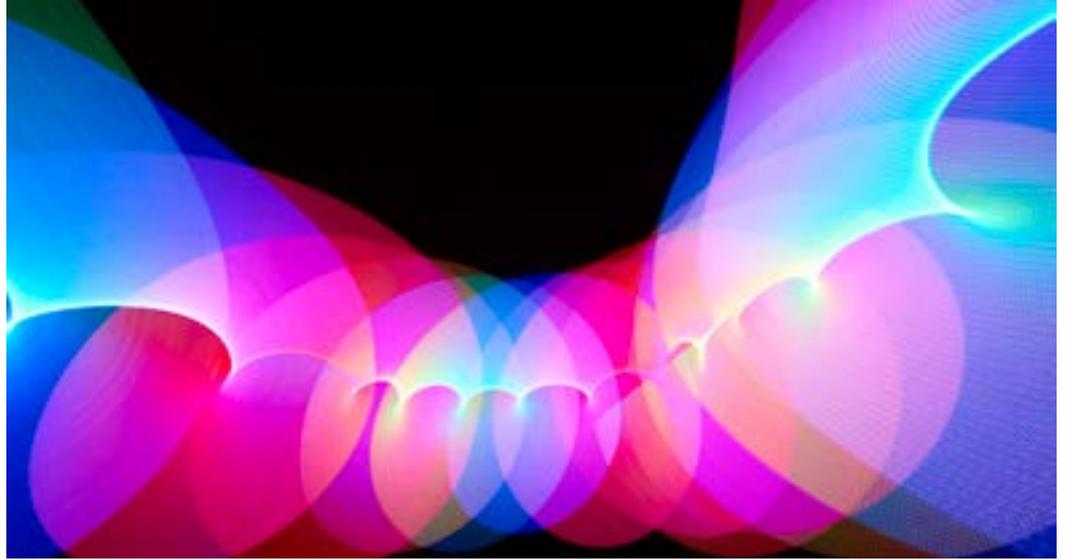
## Why IRSMarketing?

We work with IRS to deliver our demand generation campaigns because they have a deep understanding of technology, a highly skilled team and efficient calling models which guarantee quality results every time.

Here are some of the key factors that make IRS different:

- A belief that the true measure of telemarketing success is in the value returned.
- They consider every activity to potentially to be a demand generation vehicle that should be able to demonstrate the value it will add to your pipeline.
- Unrivalled IT & Telecoms experience leading to more effective campaign planning, faster implementation, fewer demands on your time and significantly improved business results.





- A deep understanding of how to implement digital marketing as part of a joined-up campaign so that it has a positive impact on your demand generation results.
- The most rigorous Quality Control process in the industry.
- An in-house team delivering campaigns across EMEA in native language.

## How it works

### Step 1

Work with your Partner Manager to define your campaign requirements and target focus.

### Step 2

Agency briefing – a conference call or meeting with IRS to agree campaign deliverables.

### Step 3

IRS prepare the campaign and creates:

- Target company data from yourself and external sources.
- A Campaign Specification Document (CSD) confirming the deliverables.
- A Call Guide for the IRS team to work from.

### Step 4

After your approval of the CSD and Call Guide IRS starts the programme:

- Qualified Lead sheets passed to you daily.
- A complete database of all activity maintained.

### Step 5

Regular Campaign Reviews with IRS:

- Early Bird review, to trap early issues.
- Weekly Management Dashboard with latest campaign status.
- Weekly Review call to discuss campaign progress. Corrective action where necessary.

### Step 6

End of Campaign Review with IRS:

- Meeting or conference call to review entire campaign.
- All Leads passed over.
- Full database handed over with prospects of interest highlighted.
- Measurement against expectations.

### Step 7

Partner Feedback:

- Weekly sales feedback update.
- An internal report with ROI analysis.

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## The IRS Difference

IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.
- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 25+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

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