

## Double Down on Digital with Spend Matters

With (hopefully) a short-lived month or two of reduced business travel, it has never been more important to leverage digital marketing to drive your sales funnel and keep your brand awareness high.

Starting with up-front lead generation through nurturing campaigns and quantitative tools and insights to make the business case, “at a distance” digital marketing is the only thing you’ve got at the moment.

Don’t worry; Spend Matters has **‘got your digital marketing back.’**  
In fact, it’s [what we specialize in](#) (see our media kit).

With solutions ranging from a new, low-cost thought leadership licensing program (from our PRO library) organized by topic that can be provisioned in hours through to the most subtle, targeted and intellectual programs for bespoke research needs — and everything in between — we can help you double down on digital. With Spend Matters, you won’t have to let travel (or even on-site meeting) restrictions that companies are under in North America and Europe shrink or slow your pipeline!

**Double Down on Digital!**

[sales@azulpartners.com](mailto:sales@azulpartners.com)

or +1.773.525.7406

### Double Down on Digital Options Include:

- Webinar participation and promotion (Spend Matters’ procurement technology analysts are the most knowledgeable, sought after and engaging)
- Sponsored interviews (that will run on [Spend Matters](#) with PDF reprints)
- Sponsored posts (also on [Spend Matters](#))
- Virtual coffee and happy hours (invite a private audience and have our analyst team facilitate a virtual roundtable or debate a relevant topic)
- PRO Thought Leadership (instant reprints of 250+ research briefs)
- Customer Voices reports (Spend Matters surveys your customers and creates a tailored report)
- Metrics That Matter reports (Key metrics explained from Spend Matters’ proprietary procurement KPI database)
- Make the Case reports (Branded yet unbiased analyst-written collateral making the case for procurement tech investment)

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Digital Offering	How fast can I get it?	How much?
<a href="#">Premium Almanac Listings</a>	Hours	A few hundred bucks (what are you waiting for? <a href="#">Turn it on!</a> )
<b>PRO Thought Leaders</b>	1 day (or <4 hours if we've had our coffee)	Starting at <\$2K per brief!
<b>Webinar Participation / Promotion</b>	Without promotion (and depending on the analyst), in as little as 1-2 weeks	\$10K and up (depending on analyst seniority, whether we're promoting it [or just showing up], number of review sessions, etc.)
<b>Tech Review (reprints)</b>	1-2 weeks (once we've covered a provider)	Starting at \$10K
<b>Sponsored Interviews</b>	1-2 weeks	\$7.5K
<b>Virtual Coffee or Happy Hours (i.e., banter, not slides, with drink in hand!)</b>	2 weeks	\$10K+ (but are you buying the first round or us?)
<b>Sponsored Posts</b>	2-3 weeks	Starting at \$7.5K
<b>Customer Voices</b>	3-4 weeks	Starting at \$11.5K
<b>Metrics That Matter</b>	3-4 weeks	Starting at \$11.5K
<b>Thought Leadership Series</b>	8-12+ weeks	\$7.5K and up (but get in line now if you want it by fall)
<b>Make the Case</b>	8-12+ weeks	\$25K and up (but get in line now if you want it by late summer)
<b>Bespoke Research</b>	16+ weeks	\$100K and up

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# Spotlight Offerings: Get Valuable Digital Content, Fast!



## PRO Thought Leaders

Pull PDF printouts from Spend Matters' archive of trusted PRO content to distribute yourself – get them this week for <\$2K each for campaign (depending on quantity). Use our reputable, unbiased PRO Thought Leadership Library to leverage over 250 papers and research briefs to use as "on-demand" thought leadership throughout the year. Content is non-vendor specific but explores such areas as best-practices, value levers, "how-to" guides, metrics/KPIs, predictions, and technology trends (e.g., AI).

*Here's how it works: "check out" up to 12 PRO pieces at a time (and swap them out every year if desired). You pick the theme! We can even pick the content for you. Topics are divided by go-to-market and product/theme area (e.g., "tail spend," "analytics," "artificial intelligence", etc.) so it is easy to select. You do NOT have to have a Spend Matters PRO subscription to take advantage of PRO Thought Leaders.*



## Customer Voices

Proven customer satisfaction is essential to putting prospective clients at ease (not to mention channels/partners, consultants and investors). Let Spend Matters tell the stories of your users in a concise, unobtrusive manner and show how valuable customer satisfaction is in your specific market.

- Gain customer satisfaction testimonials valuable for all stages of the funnel
- Enhance your thought leadership and use customer satisfaction stories (and metrics) to complement other content
- Validate your brand with Spend Matters' neutral, third-party reputation
- Obtain customer quotations for website, emails and other copy
- Minimize the hassle of crowdsourcing – let us do work



## Metrics That Matter (MtM)

Procurement is inherently analytical and quantitative. Which is precisely why metrics are so important to justify investment in specific activities, not to mention the function overall. Spend Matters' MtM provides thought leadership for providers to use at all stages of the marketing and sales funnel. Reasons to use MtM:

- Help customers identify their pain points
- Provide aspirational reasons to invest in technology
- Align technology investment to specific metric improvement (i.e., quantifiable value)
- Gain a means of starting conversations in the sales process (or engaging in a new way on stalled conversations)
- Build third-party credibility through alignment with Spend Matters

## Double Down on Digital Now!

The Spend Matters team will keep your leads pipeline flowing.

Contact [sales@azulpartners.com](mailto:sales@azulpartners.com) or +1.773.525.7406 to map your requirements to the best fit digital solution and move fast!